

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXX

NEW YORK, JULY 25, 1931

No. 4

HATTER'S CASTLE

BY A. J. CRONIN

LONDON'S LITERARY SENSATION is an immediate success here too! *Hugh Walpole* called it **"the finest first novel since the War."** Here are a few phrases from the first American reviews: **"Has the stuff of greatness."**—*New York Times*. **"Genuinely artistic piece of work."**—*New York Herald Tribune*. **"Holds you spellbound, fascinated."**—*Philadelphia Public Ledger*. **"You cannot leave it, so strongly is it told."**—*New York Evening Post*. **"An overwhelming story."**—*Boston Transcript*.

FOURTH PRINTING NOW READY. \$2.50

LITTLE, BROWN & COMPANY

Publishers, Boston



Was She really

Mary Ann Evans who shocked her Age by openly touring Europe, and living—happily—with a man not her husband... *or* "*George Eliot*," the great Victorian authoress whom young men worshipped from far ... (*or* was she little *Mary Ann*, who cried when her brother grew too big to care about her?)

Here is a WOMAN

passionate, stormy, brilliant,
thwarted, great . . .

Let this novel tell you her story!

SILHOUETTE OF MARY ANN

A Novel About George Eliot

By J. E. Buckrose

Maybe we haven't a best-seller here—we live in hope!—but we do know it's a novel your discriminating customers will relish. Try them!

Published July 30. \$2.50

—and mark these with a red check!

HATHAWAY HOUSE By Nelia Gardner White

Here's the answer for your customer who says: "Why don't novelists write more often about real, everyday people—the kind we are and the kind we choose for our friends?" The story of a father and mother and their two very different daughters; an intimate and moving drama of living in which nothing happens *that might not happen to any of us*.

Published August 13. \$2.00

THE BORDER TRAIL By Harold Bindloss

Say Bindloss and you say Steady Sales! A new tale of swinging action, mystery and romance against a wild background of the Canadian outdoors.

Published August 13. \$2.00

Our slogan: Buy your books of your bookseller.

443 4th Ave.

FREDERICK A. STOKES COMPANY

New York

No back talk from clocks

"Why do you hustle around so fast, as though a hornet were forever behind your ear? Do you arrive anywhere with all this scrambling? Have you time to live as you gulp your coffee and rush to the station, or to the garage and back again? Mexico takes no back talk from clocks. It is an art which you, too, some day must learn; for it is the art of living."

This study of life and culture Mexico will make you think, which is entertaining you.

MEXICO

Book by **STUART CHASE**
In collaboration with Marian Tyler
Illustrations by **DIEGO RIVERA**
MACMILLAN

Nobody... keeps up with the Joneses

"Tepoztlan works, plays, worships, attires itself, composes its dwellings in the normal rhythm of homo sapiens upon this planet, without abnormal effort, without waste. It knows what life is for because every move it makes contributes to the legitimate function of living. Or better, it never bothers its head about the meaning of life. It lives."

Read this entertaining study of Mexican history and culture to get a perspective upon your own way of living.

MEXICO

A New Book by **STUART CHASE**
In collaboration with Marian Tyler
Illustrations by **DIEGO RIVERA**
MACMILLAN

**633 men
17 firearms
16 horses**

That was the sum of Cortez's assets when he burned his ships at the present site of Vera Cruz and set his face toward the capital city of the Aztecs. How could that handful of Spaniards wrest control of half a continent from 5,000,000 Indians? The story makes one of the dramatic chapters in this delectable potpourri of history, economics, travel, archaeology, religion, architecture, geography, play and human nature.

MEXICO

A New Book by **STUART CHASE**
In collaboration with Marian Tyler
Illustrations by **DIEGO RIVERA**
MACMILLAN \$3.00

for 2 cent bookseller re-

Imagine...

"At midnight every church bell in town breaks into a raving delirium... A devastating explosion, on the general order of the Paris gun, takes place in the direction of the Soledad. Then another and another. The fiesta has officially begun. Through the remainder of the night, bells ring and bombs detonate, with another frantic zero hour at dawn."

MEXICO

Book by **STUART CHASE**
In collaboration with Marian Tyler
Illustrations by **DIEGO RIVERA**
MACMILLAN \$3.00

"Here is a village potter, making us say five hundred articles a day. He has no rent, no bookkeeping, no advertising, no salesmanship. He has no materials cost him anything. He makes it is fun. He can sell a fine bowl for two cents, and all velvet to him. In respect to quality and cost he has mass production completely whipped."

A new perspective on our civilization is presented in this new book.

MEXICO

A New Book by **STUART CHASE**
In collaboration with Marian Tyler
Illustrations by **DIEGO RIVERA**
MACMILLAN \$3.00

Have your
serve a copy of
Stuart Chase's
MEXICO for
you now—it
will be ready
August 4th—

First Printing 60000

MEXICO by Stuart Chase

THE MACMILLAN COMPANY

NEW YORK

PRICE \$3.00

EXCITING PREDICTIONS!

HERE are but two of the many advance comments from the trade about **WINDFALL** (previously announced as **GLAMOR**):

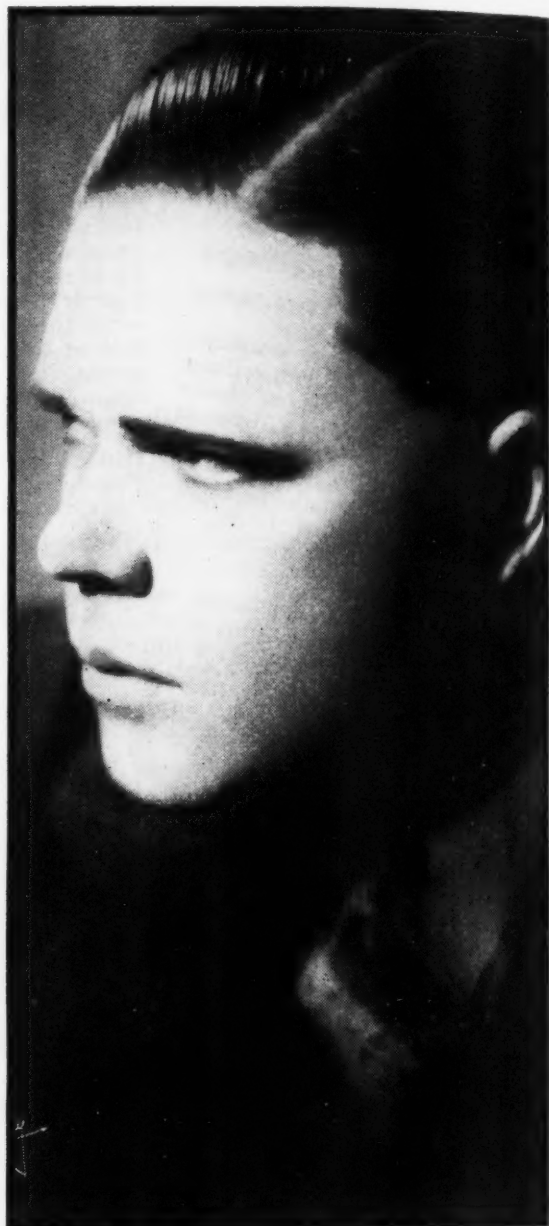
"My daughter of twenty-one, my son of seventeen, and the old man himself enjoyed reading Robert Andrews' **WINDFALL**. This is a delectable yarn unusually well written, that holds the reader's interest to the end. My shop will push it vigorously."

A. KROCH (CHICAGO)

"**WINDFALL** seems pointed for sure success. It is an extraordinarily unique story and splendidly written. Above all it is interesting."

R. S. NACHTRIEB (TOLEDO)

Next week's issue of **THE PUBLISHER'S WEEKLY** will tell you more about



Windfall

a novel about ten million dollars

Coming Aug. 13

\$2.50

JOHN DAY

by **ROBERT
ANDREWS**

YOO HOO PROSPERITY!

BY EDDIE CANTOR AND DAVID FREEDMAN

"On Boston Common
the pigeons are now
feeding the people."

"President Hoover confided to
me that prosperity is just around
the corner, but I didn't catch
the name of the street."



"Before the crash I had a million
dollars, a house, three cars and
four daughters. Now all I've got
left is five daughters."

"We starve because there's too much
wheat. We're broke because there's
too much money. We sleep in parks
because there are too many houses.
We're just perverse, that's all!"

THE EDDIE CANTOR FIVE YEAR PLAN

Published by SIMON AND SCHUSTER whose salesmen have been showing advance galleys with results of 50's, 100's, 250's and 500's.

August 27th

Price \$1.00 or a carload of wheat

For Publication August 6th

McGill
Pennsylvania
Johns Hopkins
Oxford

THE GREAT PHYSICIAN

A Life of Sir William Osler

By EDITH GITTINGS REID \$3.50

"A vivid and delightfully told story"—

says DR. HARVEY CUSHING whose two-volume *Life of Osler* sold thousands of copies. This new and intimate one-volume biography by one who was a close friend of Dr. Osler and his family in Baltimore will delight an even wider public. No less remarkable as a man than as a physician, Osler has found a biographer who does justice alike to his broad humanity and his reckless sense of fun. Reported as saying that "*it might be a good thing if all were peacefully chloroformed at sixty,*" some of the most crowded and useful years of his own life were after he had passed that age.

HE TAUGHT THE HUMANITY OF MEDICINE AND
PRACTISED IT SUPREMELY

THE GREAT PHYSICIAN is recommended by the
Book of the Month Club

OXFORD UNIVERSITY PRESS

6 New Candidates for the Dutton Success List

(Publication
Date)

THE DREAM OF FAIR WOMEN AUGUST 11th

by Henry Williamson

A most unusual experiment. The author takes his novel of the same name, same characters, same plot, and makes an entirely new story out of it. \$2.50

THE MURDER TREE AUGUST 4th

by Leslie McFarlane

16 *cylinder action*—that brings upon the scene, Michael Brent, the noted lawyer-detective of "Streets of Shadow." \$2.00

SAML. PEPYS, LISTENER AUGUST 4th

By R. M. Freeman

With an introduction by John Drinkwater

Samuel Pepys in modern dress! Lusty. Witty. Garrulous. Telling all—in the year of our Lord, 1931. \$2.50

AUGUST 4th

THE STORY OF PRINCESS ELIZABETH

by Anne Ring

A fascinating biography of a charming personality—the little daughter of the Duke and Duchess of York, who may some day be Queen of England. \$2.00

HUMAN NATURE AUGUST 11th

by William Lyon Phelps

America's most popular essayist writes a genial and graceful analysis of his fellow man. \$1.00

LOVE at SEA AUGUST 11th

by Melis Stoke

Love at sea, stirred by the contacts and idleness of a voyage aboard an India-bound liner, and roused to the boiling point by the hot days and whispering nights of the Indian Ocean. \$2.50

HOW IS YOUR STOCK OF THESE PRESENT
FAST - SELLING DUTTON SUCCESSES?

Better Left Unsaid, The Secret Lover, Murder by Formula, Heart's Garrison, A Farewell to India, 1066 and All That, Andromeda in Wimpole Street, The Story of San Michele.

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Appeal
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Fall Business**



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Toronto

TEMPERAMENTAL JANE

by Grove Wilson

The true love story of Jane Welsh, wife of Thomas Carlyle, in fiction form. Buyers both of fiction and biography will enjoy it.

Sept. 18.

Crown 8 vo.

\$2.50

MUSCLING IN

by Fred D. Pasley

Author of AL CAPONE, The Biography of a Self-Made Man
The "lowdown" on the gangster's increasing control of legitimate business. As fearlessly outspoken as the author's last best selling book.

Sept. 18.

\$2.50

ROOSEVELT IN THE ROUGH

by Jack Willis

As told to Horace Smith

A new and unfettered Theodore Roosevelt, seen by his hunting guide who was also one of his most intimate friends. Introduction by Kermit Roosevelt.

Sept. 18.

Crown 8 vo. Ills.

\$3.00

THE PRIVATE CHARACTER OF HENRY THE VIIIth

Author: John Chamberlin

Private Character of Queen Elizabeth

This is a scholar, after several years' research, gives us the final verdict on the true personality of that robust, pleasure-loving monarch.

Oct. 16.

Illustrated 8 vo.

\$3.50

FREDERICK THE GREAT

by Ernest Clement

The life and times of one of the most dynamic figures in history, recreated from sources new and old.

Oct. 16.

Illustrated 8 vo.

\$4.00

THE WORKS OF JOHN HELD, JR.

Mr. Held's satirical wood blocks now available in permanent form for the first time. Several prints never published before.

Oct. 16.

Bound in red plushboard.

\$3.00

FLOWERS OF EVIL

by Charles Baudelaire

Translated by L. P. Shanks — Illustrated by Major Felten

A new translation in beautiful format, with illustrations that capture the rare spirit of the poet.

Oct. 16.

Quarto. Illustrated.

\$3.00

THE LOST CONTINENT OF MU

by James Churchward

A new edition of this famous book, completely revised and enlarged.

Sept. 18.

Illustrated 8 vo.

\$3.00

THE METROPOLIS OF TOMORROW

by Hugh Ferriss

A new edition printed from the same plates, on the same paper, by the same off-set process as the original edition at a new low price.

Sept. 18.

Quarto.

\$3.00

Who's had the most BEST-SELLERS in the last 5 years?

YOU can hardly get anywhere nowadays without tripping over a % or bumping into a GRAND TOTAL. Forgive us if we, too, lapse into statistics. But we've been exploring figures in the offices of the *Publishers' Weekly* and the Baker & Taylor Co. Result: the tables tell us that we've had the most best-sellers in the last five years. This was hardly a surprise, though the exact figures were. Would you believe that we've actually *doubled* our nearest competitor's figures for *five whole years*? Just take a look at the official score:

<u>From Baker & Taylor Records</u>	FICTION	GENERAL	TOTAL
DOUBLEDAY, DORAN	70	10	83
HARPER & BROTHERS	30	7	37
LITTLE, BROWN	27	5	32
<u>From Publishers' Weekly Records:</u>			
DOUBLEDAY, DORAN	40	3	43
HARPER & BROTHERS	18	9	27
LITTLE, BROWN	20	6	26

DOESN'T a record like this tend to qualify us as prophets? Of course there're some books no one needs to prophesy about. Obvious big best-sellers like *American Beauty*, by Edna Ferber; *Judith Paris*, by Hugh Walpole; *Return I Dare Not*, by Margaret Kennedy; *Broome Stages*, by Clarence Dane; *All Passion Spent*, by V. Sackville-West; *First Person Singular*, by W. Somerset Maugham; *The Harbourmaster*, by William McFee.

But watch these others—every one a "dark horse" best-seller—we're backing them for certain success. *The Colonel's Daughter*, by

Richard Aldington. His first novel since *Death of a Hero*—already a sensation and a best-seller in England. *The Loving Spirit*, by Daphne du Maurier. A sweeping novel of Cornwall by the 24-year-old granddaughter of George du Maurier, author of *Trilby*. *Post-Mortem*, by Noel Coward—"the voice of ten thousand dead men"—a best-seller as a book in England. *Four Frightened People*, by E. Arnot Robertson. As amazing as *The Innocent Voyage*—a story of light-hearted ruthlessness in the Malay jungle. Every one is going to sell! We're staking our "best-seller reputation" upon these books!

DOUBLEDAY, DORAN & COMPANY

Last Minute News:

ALL PASSION SPENT, by V. Sackville-West, will be available on August 27. \$2.50.

May we have your order as soon as possible?

a book with



\$50 PRIZE

Should two or more persons
submit the title considered best,
each will be awarded \$50.00.

COWARD-McCANN

the title

WILFRED SAINT-MANDÉ is the pseudonym of a former English soldier who prefers, because of the sensational charges in his book, to remain anonymous.

In 1914, he was no sensitive poet, plunged against his will into the shattering holocaust of war. He was just a nice ordinary, healthy lad of good family who enlisted because he thought war was the Great Adventure. In the four years that followed he found the Great Adventure turned into a monstrous carnival of murder and beastliness.

Four times wounded and four times returned to the front to face the horror of the trenches—soldiers cowering in terror, refusing to go over the top—deserters shot by their own officers lest they precipitate a mad panic of retreat—shabby, casual love affairs, and one great love—swinish officers and officers whose gallant courage was like a brave banner—thousands sacrificed to gain useless territory that the Command safe behind the lines might send glowing reports of victory to the War Office—lusty brawls and hilarious escapades of men whom not even the hovering shadow of Eternity could rob of one last Rabelasian fling at life.

A terrific, powerful story of the war that is the greatest argument for peace that has been written since 1918.

ON NOVEMBER 11, Armistice Day, we will publish this novel. We are asking you to give us a title. A prize of \$50 will be awarded to the bookseller or bookshop who supplies it. Entries to be in our hands by August 15th. Two printings have been sold in England before publication where it appears as WAR, WINE AND WOMEN. We tentatively announced it in our catalogue as MEN AT WAR. Neither of these titles does justice to the tremendous emotional power of the book. We enlist your aid.

25 Fourth Avenue NEW YORK

etc.

One of the basic principles of successful merchandising is "assortment." Store stocks vary because customers' tastes vary.

No bookstore carries only detective stories. None stocks only biographies. The successful bookseller needs assortment in stock to meet assortment in demand and to create that store traffic which is essential to successful sales volume.

It is assortment of "*mental merchandise*" that has created so much interest in the daily literary page among so large a part of the American's circulation.

The variety of cultural material presented on that page automatically selects from the American's more than 300,000 daily circulation, exactly the type of person book publishers desire to reach with their advertising. This page features book reviews but it also attracts people who want to read of

music, of the drama, of contemporary art, of modern life, *et cetera*.

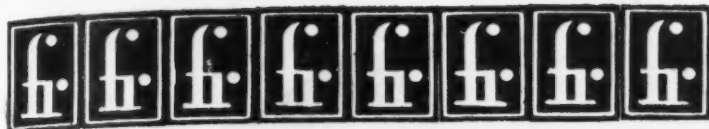
And it is this *et cetera* editorial point of view that renders the page so definitely valuable to publishers. Book publishers know they face the problem of widening book markets rather than cultivating, to the point of diminishing returns, a limited group of book buyers.

People who read Charles Hanson Towne, F. Tennyson Jesse, Rebecca West, Gilbert Gabriel, Agnes Smith, Bruno Lessing, W. B. McCormick, Aldous Huxley (and later G. K. Chesterton) are definitely people who not merely "have a book" but people who will buy many books.

Creating, publishing and promoting such a page in the interest of book publishers — and buyers — is part of *our* business. Taking advantage of the selling opportunity it offers seems definitely part of *your* business—particularly if you want to sell more books.

NEW YORK AMERICAN

NEW YORK'S MOST INTERESTING NEWSPAPER



AUGUST FICTION:

Nalbro Bartley

The DEVIL'S LOTTERY

EVERY book by Mrs. Bartley is a sure-fire sales success—but not since *The Immediate Family* has she given you such a real chance for sales, as in this new romance. What happens to the winners of lottery sweepstakes? This is the story of those who won in the famous Calcutta drawing. Of Vicky and Todd and of how they escaped the strange curse that seemed to follow the others. A highly original novel based on a theme that is attracting daily attention in the newspapers. August 6. \$2.00

Allene Corliss

MARRY FOR LOVE

LIKE HAPPY SINNER a first novel of best-seller calibre. Mrs. Corliss has made a sudden reputation with her brilliant short stories in the women's magazines. MARRY FOR LOVE is the gay romance of Stanley Page, a young and lovely girl who loses her money and makes the best of it, finding real love in place of terrifying passion.

August 6, \$2.00

Carroll John Daly

The THIRD MURDERER

"RACE WILLIAMS" again, one of the most popular detective characters in rapid-fire adventure fiction. A crisp, electric story of quick minds and fingers, quick on the trigger. Through it all runs "The Flame" brilliant and uncertain—the girl with the criminal mind. A modern Frank Packard is Mr. Daly.

August 20, \$2.00

Pre-Views

We nominate
for success—

#1



by

ALEC WAUGH

Most Women...

Because MOST WOMEN is a companion book to HOT COUNTRIES, which was a best seller; because LYND WARD is again the illustrator; because Waugh's audience for his fiction-adventure-travel books seems likely to be even wider than for his novels; because we have been receiving steadily mounting advance orders for MOST WOMEN for over a year; because it will be a big gift book (with HOT COUNTRIES, boxed, \$5); and because everybody is interested in love in far places — and around the corner!

August 27

\$3

Selma Robinson's

"CITY CHILD"

a book of poems

illustrated by
ROCKWELL
KENT

is coming
in October.

More details
later.



FARRAR & RINEHART, 9 East 41st Street, N. Y.

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calls on your
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this attractive, handy, concise guide to the month's newest books in every piece of mail you send out. It pays! Incidentally it is a bit of book news service that is appreciated. It creates good will.

ADVERTISE DIRECT BY MAIL DISTRIBUTE THESE ENCLOSURE LISTS

Books of the Month

100 copies	\$2.00	monthly
500 "	6.00	"
1,000 "	11.00	"
5,000 "	50.00	"

or

What to Read in Books

100 copies	\$1.50	monthly
500 "	5.50	"
1,000 "	7.25	"
5,000 "	30.00	"

WRITE FOR SAMPLES.

R. R. BOWKER COMPANY, 62 W. 45th St., NEW YORK

7 out of 15 Viking books on best-seller lists

Between January 1st and July 1st we published fifteen new adult trade books. Out of this small, selective list seven titles are on current (June and July) best-seller lists from all parts of the country. The record speaks for itself!

Watch your stock on these titles.

Best Sellers

The following is a list of the best sellers in fiction and non-fiction at Wanamaker's book department last week:

FICTION
 "Dwarf's Blood," by Edith Olivier (Viking).
 "Sixth Journey," by Alice Rosman (Minton, Balch).
 "Pepper Returns," by Grace Richman (Doubleday, Doran).
 "Lifeline," by Marjorie Lippincott (Little, Brown).
 "The Dune," by J. M. Prendergast (Viking).
 "Rides Park," by J. M. Prendergast (Viking).

The Six Best Sellers

The following books are reported by A. C. McClurg & Co. as being most in demand during the last week:

FICTION
 THE ROAD BACK, by Erich Remarque (Little, Brown). Sequel to "All Quiet on the Western Front."
 FROM DAY TO DAY, by Ferdinand Goedel (Viking). A life strangely divided and reunited again by the war.
 THE GOOD EARTH, by Pearl S. Buck (John Day). An epic of the common people of China.

NON-FICTION
 NEW RUSSIA'S PREMIER, by M. Ilin (Houghton, Mifflin). A text book on Russia's economic experiment, written for Russian schools.
 MARRIED LOVE, by Marie C. Stopes (Putnam). Specific advice to married couples on conjugal relations.
 BONERS (Viking). Weird answers given by hopeful schoolboys on examination papers.
 EDUCATION OF A PRINCESS, by the Grand Duchess Marie (Viking). Recollections of a Romanoff who escaped from Bolshevik Russia.
 BUSINESS ADRIFT, by Wallace Brett Donham (McGraw-Hill). A survey of the present economic situation, with suggestions for improvement.

NON-FICTION
 "Fatal Interview," by Edna Vincent (Viking).
 "Death and Taxes," by Dorothy Parker (Viking).
 "Married Love," by Dr. Maud Stopes (Eugenics).
 "New Russia's Primer," by M. Ilin (Houghton, Mifflin).

The Six Best Sellers

The following books are reported by "Books of the Month" as being most in demand throughout the country during the last month:

NON-FICTION
 EDUCATION OF A PRINCESS, by the Grand Duchess Marie (Viking). Autobiography of a Romanoff who escaped from the Bolsheviks.
 BONERS (Viking). Divertingly wild answers given by harassed schoolboys in examinations.
 FATAL INTERVIEW, by Dorothy Parker (Viking).
 DEATH AND TAXES, by Dorothy Parker (Viking).

Best Sellers

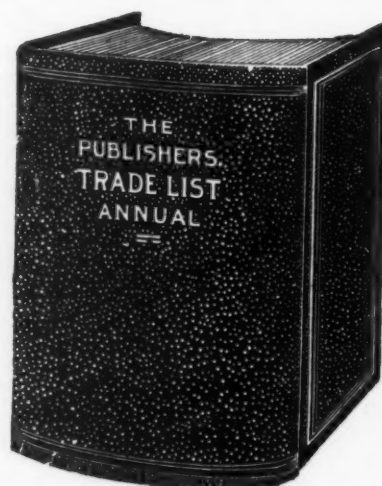
Books were best the past week, according to information from Brennan's American News

Fiction
 "Dwarf's Blood," by Edith Olivier (Viking).
 "Call Her Savage," by Tiffany Thayer (Claude Kendall).
 "The American Black Chamber," by Herbert O. Yardley (Bobbs, Merrill).
 "Death and Taxes," by Dorothy Parker (Viking).
 "Better Left Unsaid," by Daisy, Princess of Pless (Dutton).
 "Culbertson's Summary," by Ely Culbertson (Bridge World).
 "Memoirs of Prince Von Bulow" (Little, Brown).
 "Boners" (Viking).

Non-Fiction
 Death and Taxes, by Dorothy Parker. Viking. Re-issued June 21.
 The American Black Chamber, by Herbert O. Yardley. Bobbs Merrill. Memoirs colored with sensational disclosures of the Cryptographic War. Established by the author during the War. Re-issued in this issue.
 More Boners, by Dr. Seuss and A. S. Nease. Viking. Re-issued June 21.
 My Experiences in the World, by Pershing Stokes. At the point of view of the wanderer. Viking. Re-issued June 21.
 Red Brandy, by the author of "The Book of Humanity." Viking. Re-issued June 21.

NON-FICTION
 MY EXPERIENCES IN THE WORLD, by Gen. John J. Pershing (Stokes).
 MORE BONERS, by Those Who Pulled Them (Viking, \$1).
 MEN OF ART, by William B. Seabrook (Harcourt Brace, \$3.50).
 RICHARD BURTON, by (Simon & Schuster, \$3).
 (Scribners, \$3).

Order now



at \$4.00

The Publishers' Trade List Annual

1931

If your order for a copy of this indispensable trade reference tool is sent in at once you will be billed \$4.00 only.

Later the price will be \$4.50.

It weighs 23 lbs. — Give shipping instructions.

R. R. Bowker Co., 62 W. 45th St., N.Y.

QUEEN ANNE'S LACE, published by us last August, is now in its sixth edition. It keeps right on selling, a year after publication. It's the kind of book that makes money for the publisher, a welcome addition to the bread and butter back list. Frances Parkinson Keyes writes only of the things she knows, out of experience, observation, and acquaintance. And the reader feels this — appreciates a sincerity, recognizes the born story-teller. *Her new book is*



A new photograph of Mrs. Keyes

LADY BLANCHE FARM

by Frances Parkinson Keyes

A LOVELY moving romance of the New England countryside, the countryside which has been Mrs. Keyes' home since childhood, with its native characters she has known and loved.

Publication Sept. 18th.

We take pleasure in announcing that we have taken over and are republishing on September 18th Mrs. Keyes' older novels of New England, *The Old Gray Homestead*, and *The Career of David Noble*.

All of Mrs. Keyes' novels transport the reader into the welcome freshness and reality of rural life.

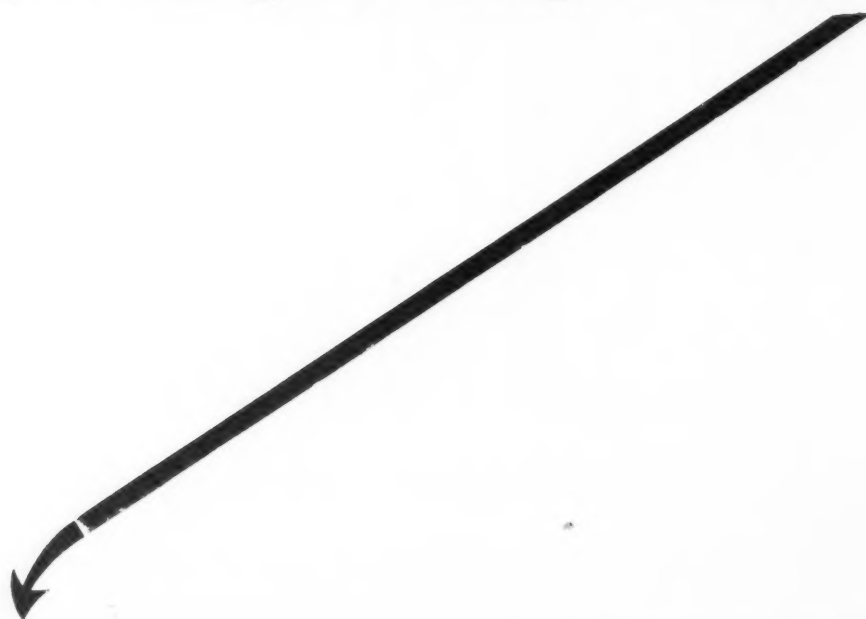
Here is a check list for your convenience.

Queen Anne's Lace.....	\$2.00
Lady Blanche Farm.....	\$2.00
The Old Gray Homestead.....	\$2.00
The Career of David Noble.....	\$2.00

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Salespeople!

Anyone who reads this and wants a personal subscription during the big bookselling period from September 19 to December 26, may have weekly copies of the "P. W." by just using the coupon below



— — — — —
The Publishers' Weekly,
62 West 45th St., N. Y.

Gentlemen:—

Send the "P. W." to me for issues beginning with FALL ANNOUNCEMENT NUMBER, Sept. 19th, and continuing through the rest of year.

I enclose
\$1.25

Name

Address

.....

By the Author of **NO BED OF ROSES**



Mary Austin said of **NO BED OF ROSES**:

"The book is all the more important because it has none of the patronizing moral undertone found in the studies of social workers. It stands by itself as a first hand account of a wasted woman."

Roy McCardell, who called **NO BED OF ROSES** "a giant's dose of reality," says of **GOD HAVE MERCY ON ME!**:

"A Committee of Fourteen or of Fourteen Hundred, with as many trained investigators, could never get within a mile of the inside story and of the all too human truth that stands out in plain headlines in these diaries."

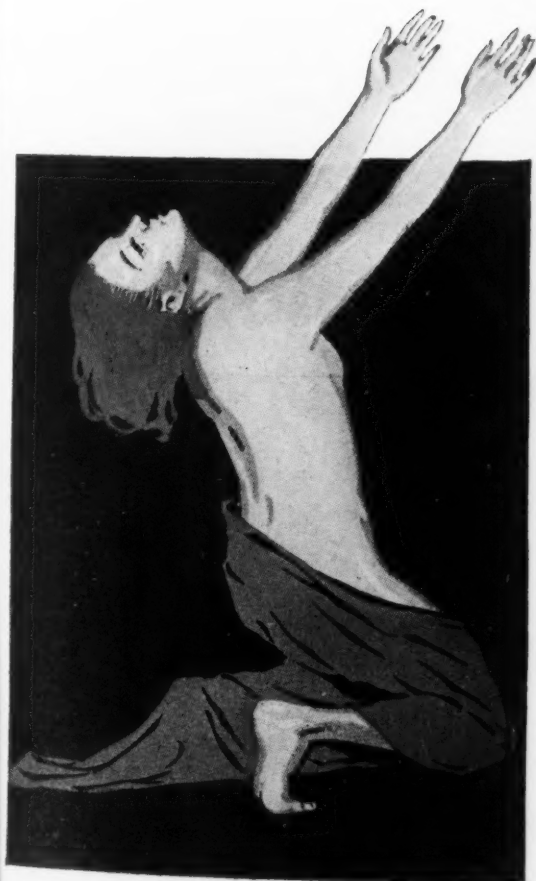
GOD HAVE MERCY ON ME!

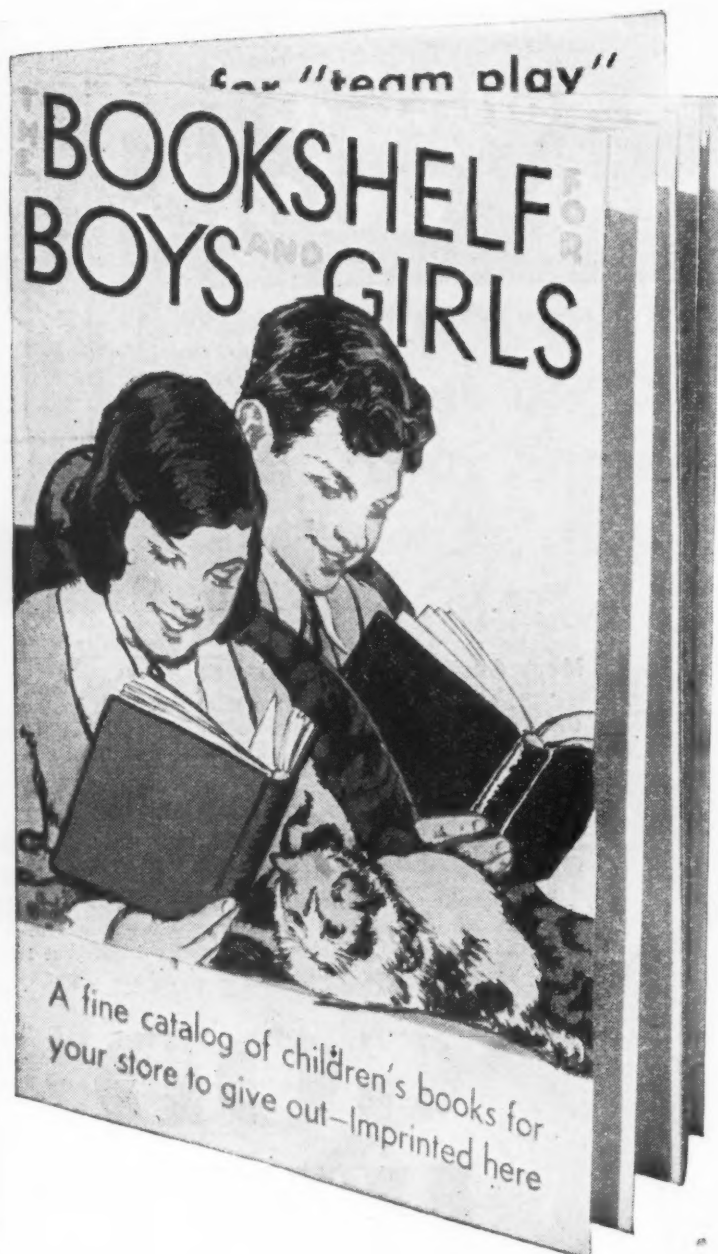
**From the Diaries
of a Lost Soul**

STOCK THIS BOOK FOR A BIG TURNOVER

PUBLISHED AUGUST 3

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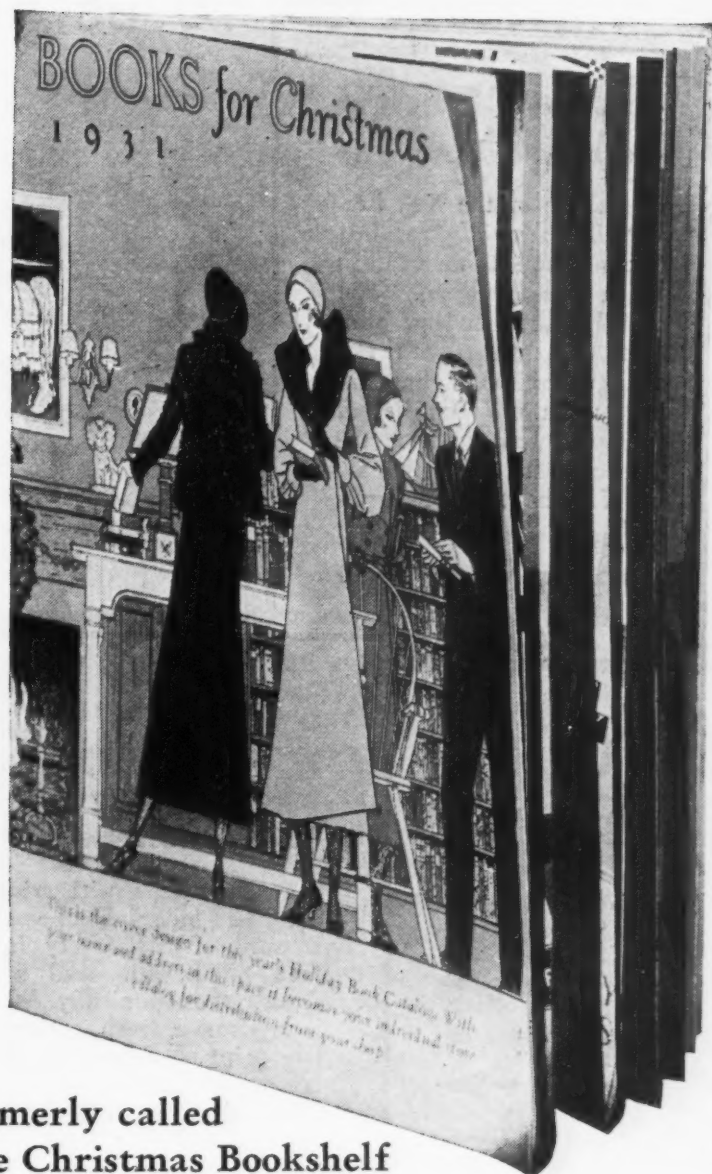
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 25, 1931

Circulating Library Problems

Loan Library Problems Center Around the Customer. The Really Great Problem Is To Get Customers Over the Panic Stage of Reading Into an Intelligent Attitude of Book Selection

Ken McCormick

of the Doubleday, Doran Book Shops, Inc.

IN a day when every bookshop, cigar store, confectionery, and novelty shop has its loan library there is no need for exposition on how to install one. There is, however, a place for an arrayal of the problems that have come up in the various types of rental libraries that already exist. Though every shop has its particular problem, there are two general headings under which the whole matter may be considered. The difficulties encountered in a bookshop loan library are not, in every respect, those met in a shop to which a few shelves of books have been added as a special feature. Though so far I have discovered no delicatessen which has branched into the day by day renting of books, almost every other type of business appears to have gone in for the edification and improvement of its clientele.

Considering first bookshop loan libraries, these in turn may be sub-divided: residential, and business district shops. Shops to which business people come must of necessity take care of their trade with speed. The real problem of such libraries is to perfect a system that will take care of the clientele with the dispatch it demands. In locations where customers require immediate attention and where a number are apt to be present at the same time, it is not possible without extra help of a purely clerical order, to check out books efficiently.

One New York City railroad terminal

bookshop has found that the loss through the speedy handling is not sufficient to offset the added profit gained by taking care of each customer the moment he has found his book. This shop, though as many as thirty-five books have been lost through one customer, believes that its membership of five thousand can only be held if it is not kept waiting for its books. A system has been perfected for this shop's particular requirements which could be used in other places. A customer card is made on which are noted over-due books only. Thus the limitless amount of bookkeeping necessary to record every book loaned is eliminated. The regular book card, of course, is used in every instance of a loan.

An answer to the want-what-you-want-when-you-want-it problem is made by this shop through a twenty-four hour service plan. If the book which the customer asks for is out, it may be reserved and called for after twenty-four hours. If it is not actually among the library books at the time of the second request, it is taken from stock and given to the customer. Even this does not answer the problem that every loan library meets. All customers want the same book at the same time.

One bookshop lays this whole difficulty at the door of psychology. If the book is not on the shelf, the customer wants it because he believes it to be in circulation and for that reason, popular; if it is on the shelf, he does not want it because he con-



siders it dead, or otherwise it would not be there. This is particularly true when several copies are in evidence. The difficulty has been met by keeping duplicates in the "stacks," so to speak, and placing one copy at a time on the library shelves. But even a more involved remedy is needed: education. It is a sad state of affairs when customers read books because they are circulating and for that reason to be considered popular. A little more care in "selling" each book to the customer may slowly raise his criteria of judgment and keep him from stampeding for the books reviewed in each Sunday's book supplement. The need for this is economic more than sociological, for the effect of having one hundred and three copies of the "Education of a Princess" in circulation, as one shop reported, can only be disastrous the moment the demand for the book slackens. Possibly the fact that songs, movies, radio programs, live with great intensity for an hour, or a few weeks, only to go into oblivion has brought about the prevalence of this attitude. The book business, founded on a different economic basis, cannot afford to allow itself to be crowded into a corner where current books will sell for a few days or weeks only.

A possible means of calming the reader's pulse, and assuring him that even though he may not get the best seller when he asks for it, that he may still profit by his night's reading, is to maintain a bulletin reviewing as to story and interest, and not critical value, the better books of the library, old and new.

Certain bookshops have decided that libraries are now necessities and must be a part of any store that purports to deal in

books. The attitude is too often to regard them as a necessary evil. As few books as possible are added and the library is thrust into an inconspicuous corner where, to all appearances, it is kept as dusty as possible. There is a fallacy easily detected in such reasoning. A half-hearted attempt can certainly be of no advertising value to the shop, and, if the books are entered grudgingly, the fact cannot but have its effect on the membership.

If the manager's argument is that he wishes to sell books and not rent them, then he is far better off without the library. I think that the English plan after all is the solution: library or bookshop, but not both.

All bookshops in which business is hurried, find that their principal loss is through un-retained books. Here deposits are necessary, and not even then do they make up for losses, as in the case cited of the person who had drawn thirty-five books and returned none. The answer is either to put in a regular two-card library check system involving additional help, or to carry on an enormous volume of business that will offset the loss. In libraries of large membership it seems to pay to have an employee whose duties are to run down lost books, collect overdue charges, and check up on books out overtime.

Residential bookshops are confronted with an almost startlingly different set of difficulties. Because their library membership is composed mainly of people who own their own homes, or are known socially in the community, the problem of lost books and insufficient deposit to cover the deficit, is negligible.

Here the need for a bulletin reviewing books is apparently even more necessary, for the customers often are not in the swing of what's what and depend for their judgment upon criteria too numerous to classify. For the most part they are looking for amusement rather than edification and appreciate being told what a story is about and its general manner. Much time is saved the book clerk through the use of a bulletin. Books which are unfortunate in titles, but clever in content, are also afforded a wider circulation. It is well known that a clerk works almost as hard "selling" a book that the customer may rent for twenty-five cents as he does to

put over a straight two-fifty sale. Time and effort may be saved by a brief and intelligent summary of the books in the library. Mimeograph sheets do nicely.

A unique summer service has been inaugurated by at least one shop to take care of the slump in business felt during vacation time. The customer signs up for four books a month, to be chosen by the clerk and sent to the customer by mail. The difficulty met here is one that involves the publishers themselves. There are not enough new, good books published in the summer to keep this sort of trade fresh and attractive. The usual instruction to the clerks upon signing up for vacation service, is that the customer be sent *new* books. Summer, unfortunately, is a time when a horde of books appear that serve their purpose to a certain class but have no attraction for a wide reading public. A careful check on what the customer has asked for and read, sending those he failed to get during the winter, is a partial solution. Another solution is encouraging the customer to pick up on his back reading; to get at that vast library of books that every reader "intends to read some day."

Experiments with libraries in foreign languages seem to have been unprofitable. Even a French loan library in a fashionable New York residential district dwindled to three members before it was discontinued altogether. The difficulty here again appears to be one of fashion: although enough people speak and read French, it is not sufficiently smart to have read a book in that language. In short, library customers continue to form a group which reads for pleasure and not merely to be fashionable. It might well become the aim of every bookshop to raise library reading above the fad level.

Loan libraries incorporated with confectioneries, cigar stores, barber shops, and so on exist mainly on a chain store basis, and incidentally are a splendid outlet for bookshop overstock, since proprietors of such corporations supply their libraries from week to week with books bought from bookshops, not publishers. Heavy stocks are relieved and an outlet for shop-worn copies is found. The difficulty as cited by a number of individual shop keepers who have taken chain library service is not in losses from books themselves but from lack



of custom. This speaks well for the old theory that people like to get books in a bookshop.

In such stores if the library pays a profit, a clerk who knows something about books is in evidence in almost every case. It does not follow that a man who knows cigars can sell books; and it further does not follow that the same people who smoke, or who drink sodas, or read books wish to find their reading matter, sodas and cigars all in one place. The difficulty traces back to the first business principle: know what you're selling. Loan libraries incorporated with stores that do their main business in commodities other than books, must, to be successful, be attended by intelligent clerks. The customer, though he does not wish to admit the fact, depends to a great extent on the opinion or the advice of the man waiting on him.

One other difficulty to be bridged in adding a loan library to a shop foreign to the book business is the fact that the very nature of the principal business excludes certain customers. Loan libraries incorporated with interior decorating shops and other sophisticated businesses find that many potential customers are afraid to come in for a book for fear of being high-pressured into greater expenditures.

Loan library problems center around the customer. Incidental difficulties have been solved. The really great problem—to get the customer over the panic stage of reading into an intelligent unprejudiced attitude of book selection—is one which all bookshops and library attendants will have to solve by a slow and definite attempt at education of the customer.

Methods of Bookkeeping in the Circulating Library

Frank V. Geraci

of Harper & Brothers

WITH the tremendous growth in popularity of the circulating library, several methods other than the straight fee have come into existence. The regular rental charge, collected at the time of loaning the book, is a simple transaction, but when there are deviations, such as annual memberships and coupon books, care should be taken that the bookkeeping entries are properly handled. If this is not done, the profit and loss statement will mean little or nothing.

I am sure that almost every one is familiar with the handling of a deposit, so there will be no need to go into great detail regarding this transaction. A sum of money paid to a library for the safe return of a borrowed book under no consideration enters into the profit and loss statement. Such moneys should be credited to a Deposit Account and kept aside for refund. Should a book be lost, then the account may be charged and the money taken into income as a sale.

Annual subscriptions are becoming more popular and rightly so. It gives both the library and the borrower a distinct advantage. The usual method is to allow a member to borrow one book per week for one year, by payment of a flat sum in advance. To take a practical example, if the library's charge is 30c. per week, the annual membership charge would be about \$12.00. This reduces the member's cost to 23c. but the advantage lies with the library. If the member does not take a book, it is his loss, for the burden rests on the borrower to utilize his subscription. With this

MR. GERACI will be glad to answer, through the columns of the Publishers' Weekly, any questions on bookshop bookkeeping. Mr. Geraci has had practical experience with this subject for a period of years, and is closely familiar with its many ins and outs.

method, the library is assured a market and can use the advance payment for quantity purchases with the resultant larger discounts.

Now for the bookkeeping. Obviously the membership fee cannot be taken as

income for any period of less than one year. The proper procedure is to place all annual fees in an account called "Unearned Subscriptions" or some similar name, and at the end of a statement period deduct the amount earned.

For the sake of regularity, let us assume that ten annual memberships at \$12.00 each are sold in the months of January, February and March. That would be \$120 each month to be thus applied to the Unearned Subscription Account. Only 1/12 of that amount would be applicable to each month, and would therefore be applied to the twelve following months:

1931	Jan.	Feb.	Mar.	April	May	June
	10.00	10.00	10.00	10.00	10.00	10.00
		10.00	10.00	10.00	10.00	10.00
			10.00	10.00	10.00	10.00
	July	Aug.	Sept.	Oct.	Nov.	Dec.
	10.00	10.00	10.00	10.00	10.00	10.00
	10.00	10.00	10.00	10.00	10.00	10.00
	10.00	10.00	10.00	10.00	10.00	10.00
1932	Jan.	Feb.	Mar.	April		
	10.00					
	10.00	10.00				

In taking a profit and loss statement for the months of January, February and March the income for these three months is shown under the proper headings, in this case amounting to \$60. Similarly, if only one month's profit is required, only the amount shown in that month may be taken as income.

The method of computing Coupon Books is slightly different inasmuch as there is no time limit placed on the borrower to use his coupons. Coupon books are usually sold for \$5. Taking 30c. per week as the basic fee, twenty coupons are given for \$5 reducing the cost to the borrower to 25c. per volume. Money received for these coupons is also unearned, but it cannot be divided due to the fact that there is no way of knowing when these coupons will be used. In order not to confuse this account with the annual memberships, it should go under a slightly different heading such as "Unearned Coupon Subscrip-

tions." When coupons are given in exchange for books, such coupons should be put aside and at the end of the month they should be counted and their value computed at 25c. each. The total amount may then be deducted from the Unearned Coupon Subscription account and taken as income.

While there is no doubt that some additional labor is involved in the foregoing systems, it is the only way to arrive correctly at a profit and loss statement that takes income into consideration only when such income is definitely earned, and in the end justifies the labor involved.

A Traveler Looks at Plugs

Perhaps the Simplest Way to Sell a Plug Is to Know What the Volume Contains. Study and Familiarity Open Up Many Possibilities of Presentation.

Raye Bidwell

THE unwanted *plug*. What can be done with it? That volume neglected on the bookseller's shelf, one season, one year, two years, three: published in good faith, presented by the salesman with enthusiasm, bought by the dealer in hope; and no customer demands it and no salesperson sells it!

Observant book travelers, scanning store shelves while checking stock, must experience great chagrin—and worse—to find titles of a gone, and for the most part, forgotten list, resting in valuable space. To encounter the ephemeral fiction, purchased the previous trip, leads the writer to moral hair-splitting between what should or should not have been sold to the dealer.

The plug (let's use the inelegancy, it is fitting) involves a twofold responsibility. After all, it was bought—and it was sold. We'll come to the fact that it hasn't been resold.

Preferences of a shop's trade should be best known by the buyer. If titles with small chance of resale are purchased, the salesman is not wholly a scoundrel for selling them. No book traveler worthy of the name will intentionally load unsalable merchandise on his customers; it too obvi-

ously and quickly brings his doom. But where is the distinction, what the guide, for the volume with an assured sale in one locality and a dubious market in another section? This lack of standard, and the erring judgment of both buyer and salesman result in plugs.

It need be no secret—and privately the truth can be ascertained—that certain types of buyers seemingly acquire more dead stock than others. One, the careless buyer; the other, that presuming purchaser who knows more about the contents of a book, from its title, than the publisher's salesman. Perhaps it is ironical retribution that a traveler has the whip hand on the know-it-all buyer! There are wary, obstinate ones who regard every salesman as fiend, devil, and dog; often this very attitude misdirects their selections.

The following figures are simple arithmetic. The book costing the dealer \$1.20, and 5 cents transportation (not to exclude that necessary item) yields a gross margin of 75 cents when sold. The same \$1.25 turned over (here defined as book bought and sold) four times a year provides \$8.00 in sales and \$3.00 toward overhead and profit. Possible turnover varies with dif-

ferent businesses, but since there are booksellers operating on as high as eight or ten turnovers yearly, the use of four in this example is fair enough.

Assume the gross margin from first sale to be 75 cents. The second transaction, the book being picked up from publisher at cost of \$1.27 plus 10 cents postage, produces 63 cents. Two additional similar sales bring \$1.26 profit or a total on the four deals of \$2.64. This is putting the case at its worst. If four of the same title had been obtained on traveler's order the gross margin would have been \$3.00, as first deduced. An eight turnover yearly yields about \$6.00 gross margin on the original \$1.25 capital. If each volume in a shop at inventory time represented an opportunity to earn, say, \$5.00 in the next 12 months—and it can be done—there might be more rejoicing in many quarters. These figures are meaningless except as an urge to take pencil in hand and apply the principle to one's own inventory.

What does the plug cost in lost earnings? In a leading bookstore the author recently picked up a book concerning the races of mankind published in 1925, list price \$2.50, dealer cost \$1.50 plus 10 cents transportation. To carry the book in stock these six years cost, at 6 percent, nearly 58 cents. It had finally been marked down one-third, thus reducing the possible profit of 90 cents to 7 cents (83 cents price reduction); the two losses of 58 cents and 83 cents totaling \$1.41, almost the amount of first cost of the book. Had the original \$1.60 been turned over twenty-four times, as it should have been, the approximate earning would have been \$21.60!

The particular title referred to, and there are many of its kind, should not have been sold to that dealer. Therein the salesman contributed to a direct loss for the shop. A traveler's obligation presupposes some knowledge of the contents of each book offered a buyer and also an estimate of the effort, distinctive or otherwise, required to market it.

New shops are very unfortunate in the proportion of plugs to live stock. Frequently the uninitiated buyer is oversold by travelers during the first flush of filling empty shelves. If a salesman is devoid of a sense of obligation to his trade, and does not feel a measure of responsibility for the

welfare of the publishing industry, he should hasten into any one of many other sales fields in which slickers prosper—and the writer will gladly lend the benefit of his successful experience in these more remunerative endeavors to any who would know of them. To carry on, while in the vein, I need tell fewer lies selling books than demanded by former association with eight or ten other products; less trickery is necessary, in a word. There is greater peace in my soul, though less money in the bank and constantly harder work.

Now to dispose of the plug. Why shouldn't booksellers have regular bargain days, when there are accumulations that will make a showing just as vendors of other wares? Books are merchandise, booksellers are in business for sales. Whatever the altruism, whatever the reason for a person owning or operating, or working in a bookstore, the first, last and only purpose is to sell books. All accomplishments, profits, satisfactions start and end with the sale of books.

But booksellers hesitate to take their losses and to rid themselves of plugs when the application of accepted business procedure would avert the accumulation of losses. There can be no evading the issue, the plugs must be sold.

The writer joyously calls regularly on one bookstore, enjoying the active mind that pilots it through bad times and good. Stock is here checked once monthly. There seldom is an outright plug in the place. Those volumes for which buying interest begins to wane are yanked from shelf space, the price is cut, they are placed on the bargain table and the bargain table is watched! Several reductions may ensue before a particular title is gone—but the plugs are sold!

Another dealer puts his house in order three times yearly. All volumes suspected of not finding a sale during the following four months are moved to a special table and an event made of the collection of culls. Two dollar books are marked as low as fifty cents, sometimes less. Reductions are drastic. Advertisements of comparatively large space are used in the newspaper and the plugs are sold. The cost of advertising is often more than appears justifiable by receipts from the sale, but it is explained by the fact that room is created for readily

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salable books, and that a bit of prestige comes to the store.

There is another instance of the shop that buys remainders with which to run sales. They are placed with books past the active period of demand, and the plugs are sold!

No doubt there are many ounces of prevention. Besides the mentioned hint of more careful buying there is truth in the suggestion that salesmen have something to

do with a book becoming a lowly plug. The first requisite of any salesman is at the least an acquaintance with the articles he sells. Of course, one cannot know them all well, but many a retail clerk and many a shop owner might well take the thought to heart that the simplest way to sell a plug is to know what the volume contains, thereby enabling presentation—with sales effort—to a patron who can be made to covet it.

In and Out of the Corner Office



Ray Long will join Richard R. Smith, Inc., on October 1st.

RAY LONG, for thirteen years editor of *Cosmopolitan Magazine*, will retire on October 1 from the editorship of that magazine and withdraw from the presidency of the International Magazine Co., Inc., to join Richard R. Smith, Inc., in the capacity of chairman of the board of directors. Mr. Long founded this publishing house eighteen months ago in partnership with Richard R. Smith, who until then had been head of the college department of the Macmillan Co. The retirement of Mr. Long marks the departure of one of the most unusually interesting personalities from the magazine field. With George Horace Lorimer and Robert H. Davis, he is probably known personally to more au-

thors than is any other living editor. Mr. Long is fifty-three years old. He will be succeeded as editor of *Cosmopolitan* by Harry Payne Burton, former editor of *Physical Culture* and consulting editor of *Liberty*. ❀ ❀ ❀

Elliott B. Macrae, secretary and treasurer of E. P. Dutton and Company, sailed Friday, July 17th, on the *Bremen*, for London. Mr. Macrae expects to spend a month in London, Paris and Brussels. ❀ ❀ ❀

When the John Newbery Medal was presented at New Haven last month to Elizabeth Coatsworth for her "The Cat Who Went to Heaven" the author punned her way into the affections of her friendly audience by reciting this gay little poem.

Cats of fur
And flesh and bone
Have taken care
Of those they own
And puss in boots
Was a loyal cat
And Whittington's Tom
Was bland and fat

But when I made
A kitten of dream
And fed her with le-
Gendary cream

I never guessed
How the world would take her
Or what good fortune
She'd bring her maker.

If I arranged
That *she* go to heaven
It was she that sent *me*
To New H(e)aven!

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July 25, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Taking Advance Orders

WHEN some very outstanding book of current importance is issued there are many dealers who build up large advance orders. Does this not lead us to believe that a more systematic development of advance orders for publication day delivery could be built up?

Of the many good arguments for buying books, the idea of buying in advance of publication is one that has its own peculiar appeal. After the book is once published, one day for buying may seem as good to the customer as another, but there is a very special lure in the thought of being among those who have the new volume on publication day. This may apply to a book for which there could only be four or five customers on a bookseller's list or a half dozen in a city, or to a book which a great many people would look forward to. But the selling appeal is the same.

To obtain results on books of small circulation personal letters can be used, and for books of larger appeal publishers' circulars are available. In either case, the date of publication and the prompt delivery service on that day should be stressed.

Another advantage of this type of business is that the work of building orders

can be done at odd times when other customers are not in the store, thus spreading the work of the business day through longer hours. Some booksellers keep a special record book for this type of order, and a looseleaf book is to be recommended, leaves being inserted for each new title that shows possibilities, and, as these leaves are filed away, the bookseller is accumulating a permanent index of his most likely prospects and such a list becomes invaluable with continued use.

The very fact that this order book is in a dignified shape and easily available in the front of the store makes it easier for the salesman to clinch the sale of such books. When a customer sees how many other people are taking advantage of this idea of books received on dates of publication he also becomes interested.

A book received on the date of publication takes on something of the excitement of a first night theatrical performance, and that is a pleasurable excitement, indeed. A book, however, has an advantage over a first night, in that it is as perfect on publication date as on any later appearance, while plays may need perfecting in order to be at their best.

September Sales

BOOKSELLERS tell us that while customers away at summer addresses will buy in the first part of the summer, a good many books for summer reading, yet as August approaches they begin to see the end of summer and are not so anxious as earlier in the season to have packages arrive at the summer cottages. One bookseller has, however, seen a way out of this difficulty. He has whetted the appetites of his customers for fall return to book buying by sending out forecasts of some of the best books that are to be issued in September or October. He has found that a number of customers are quite willing to check such lists and indicate which books they would like to have sent to their city home as soon as they are published. The first two or three weeks at home are often filled with the activities of getting children ready for schools, getting clubs started, etc., and the zealous reader sees the desirability of having some of the outstanding books waiting at home for him, purchased with no more

trouble to himself than the checking of a recommended list.

Library Funds and Aims

THE American Library Association is to be congratulated on its success in completing its million dollar endowment fund in this rather difficult year. The final few thousands were raised by the enthusiasm created at the convention at New Haven. The completion of this campaign does not mean an increase of A. L. A. income for the next year, desirable as that would be, but it does prevent a threatened decrease in income by substituting this new income for that which had been coming from other sources. The Association has been getting special funds for the past few years for expansion of work, and the work has been so successfully carried forward that any diminution of the program would have been extremely unfortunate.

That the A. L. A. will never devote all its powers to purely practical uses of print was indicated by the words of its retiring President, Adam Strohm of Detroit, who said:

"In accommodating all those who come for printed sources of information of a theoretical and practical nature, we are properly recognizing the life of today. If we are also spreading our wares to those who are interested in human emotions and the esthetics of life, we are honoring those interpreters of events and people who with their artistry and fancy present a deeper and truer understanding of life than reality itself.

"Books like 'The Story of San Michele,' 'Giants in the Earth,' 'Death Comes for the Archbishop,' 'Lambs in March,' the racy flavor of native humor as rendered by Mark Twain, the suppressed, yet exquisitely fluent idealism of Galsworthy, sound the depths of human sympathy and good will. They are a testament of noble sentiments from those who with deep affection have lived very close to the heart of nature and life. If education means understanding, then we serve faithfully in placing such printed messages in the hands of our fellows.

"A good book touching the mystery as whispered in the silent woods or giving us

the jubilant notes heard under the open sky carries us toward the heights as do music and song. If it comes our way in our daily service to introduce to others such melodies of the delicately attuned and inspired human mind, then we experience a reward more precious than rubies—we have had a share in the making of a *life*, and have not merely advised as to how to make a *living*."

More Can Read: Will They?

SO steadily has the work of education gone forward under state direction that the government now announces that only 4.3% of the population is illiterate. This data covers persons ten years of age or over. This still leaves important work to be done, but, compared to figures of earlier censuses, it shows an extraordinary gain. In 1870 one in five people in the country was illiterate; in 1880, it had declined to 17%; in 1890, 13.3%; 1900, 10.7%; 1910, 7.7%; 1920, 6%; 1930, 4.3%.

The census takers do not classify a person as literate unless he can do more than write his signature; on the other hand, they count him literate if he can write in his native language, though he is unable to read and write in English. It is a far cry between being able to read and being able to enjoy the reading of many books, but the progress as shown from the census figures is most encouraging and will supply still another reason for the growth of book production during the next decade.

What Can Radio Do?

THE energetic and rapidly developing program of the National Advisory Council on Radio in Education will before long give us much fresh and competent information on the part that broadcasting can play. Current experience in the radio has been studied, new plans prepared, and important lecture series with a careful follow-up are to be developed. Levering Tyson has shown a genius for this kind of study and organization. In the fall much of what his office has learned will be gathered together in a volume from the University of Chicago Press called "Radio and Education."

Rimes and Dictionaries

WANDER into almost any smart New York drawing room and you'll find people curled up on sofas reading "Manhattans, Bronxes and Queens," the latest contribution in sophisticated light verse. Affable and polished is Wilfred J. Funk, author, and head of Funk & Wagnalls Company, publishers of dictionaries and *The Literary Digest*.

Although his verses must be identified with the Dorothy Parker-Samuel Hoffenstein school, Mr. Funk is not a member of that group. He has met Mrs. Parker only once. He has never met Mr. Hoffenstein. He does not look like either of them. He is seldom to be found rounding out the hours in basements in the East Fifties. He is married, has three children and lives in Montclair, New Jersey. He turns up regularly and usually on time in the President's office at Funk & Wagnalls. His conversation is suave and friendly, rather than brilliant or clever. In short, he has few of the ear-marks of the modern literary sophisticate.

Mr. Funk's appearance as a poet writing for a large and understanding audience is not exactly an unheralded one. As far back as 1909, the graduating class at Princeton University had its class poem composed and read by young Wilfred Funk. Not unexpectedly, the poem had something to do with "Now that we are about to embark on this broad and unknown ocean" and was considered to be pretty good at the time. Mr. Funk still thinks it was a good poem, but he doubts if anyone would accept it for publication.

Although his career at Princeton had been a literary one and although he wanted to write more than anything else, Mr. Funk "went into the business" after graduation. His first assignment was to go about New York City collecting subscriptions for *The Jewish Encyclopedia*, which his father, the Rev. Dr. Isaac K. Funk, founder of the company, thought would be a good idea (we mean the *Encyclopedia*). By the time he had finished with the *Encyclopedia*, Mr. Funk was well



Publisher Wilfred J. Funk, author of "Manhattans, Bronxes, and Queens"

into the business routine of things and one sales letter led to another. But he still found time to write serious poems and serious prose (which nobody would publish) and to do a considerable amount of presidential stumping for Woodrow Wilson, for whom he had conceived a great enthusiasm while an undergraduate at Princeton. After a while he took to editing the poetry page in *The Literary Digest*.

Four and a half years ago this month, in a care-free moment, Mr. Funk wrote an ironic, amusing ditty and sent it off to *Judge*. To his amazement, it was accepted, published with illustration and got a big laugh everywhere. This acceptance marked Mr. Funk's advent into writing sophisticated verse. People seemed to like that sort of thing. He made an investigation of the state of poetry in the daily press and discovered that in the *New York Sun*, for instance, over a period of months, an average of seven poems appeared in each issue, all being poems in a light vein with a modern "click."

From that time on Mr. Funk's witty and often wise verses appeared regularly in *The Atlantic Monthly*, *College Humor*, *Harper's Bazaar*, *Judge*, *Life*, *The New Yorker*, *The Spur* and most of the Manhattan newspapers. He began to think vaguely of getting somebody to publish a collection of them. Most publishers will automatically decline a proposed volume of verse, but McBride saw the very real appeal in Mr. Funk's poems, engaged Russell Patterson to do illustrations, and "Manhattans, Bronxes and Queens" became an over-night best seller in Manhattan.

Mr. Funk finds the writing of verse to be a great comfort in the midst of all the hurly-burly. It is, he says immeasurably better than cross-word puzzles. He writes many of his poems in a Norman house with a tower built on the shore at Southampton, where he spends the summers. He has discovered that to turn to this form of self-expression, particularly in trying moments, smooths things out beautifully. Read, for instance, the poem called "A Bridge Game by The Sea," page 22, ("Manhattans, Bronxes and Queens"), the result of Mr. Funk's annoyance on

having to play bridge when the day was so fine.

Mr. Funk is passionately fond of boats and always takes the ferry when commuting to Manhattan from Montclair. He thinks that Robinson Jeffers is one of the greatest of modern poets. He also thinks that poetry as an art does not demand the use of high-sounding, elaborate and out-of-the-ordinary- words. There is poetry in every-day words and current phrases.

He is a charter member of The Poetry Society and in its earlier and more simple days used to go regularly to the meetings. He doesn't go very much any more, now that the members have become highbrow, and appear in full-dress.

Mr. Funk infinitely prefers writing for the living than for posterity. He does not worry very much about his still unpublished and rather solemn work, and always celebrates in some way or other on the anniversary of that first *Judge* acceptance. He is under contract to McBride for two more books and seems to be having a better time than any other publisher or poet, for that matter, we know of.

Best Sellers: 1930-1931

THIS second mid-year list of Best Sellers, compiled by *Books of the Month* covers the period from July, 1930 through June 1931, and is undertaken for the purpose of giving full advantage to the books whose selling-season does not lie in the arbitrary period of the annual Best Seller List, from January to December.

The best-selling novel for the period from mid-1930-1931 was "Years of Grace," which was a best seller during all those twelve months, its sales being revived during the past two months after the announcement that its author, Margaret Ayer Barnes, was a Pulitzer Prize winner. First of the 1931 books was "Grand Hotel," in second place. Third was "Angel Pavement," a fall 1930 book, which was fifth on the annual 1930 list, and fourth, a 1931 novel, "The Good Earth." At five, six, and seven are fall 1930 novels,

only the first of which, "Twenty-four Hours" appeared on the 1930 list. "The Bridge of Desire" and "The Road Back," both 1931 books, are in eighth and ninth places, the Remarque book achieving this place with a publication record of only two months. Tenth is "Philippa," a 1930 book which did not appear on the 1930 annual list.

"The Story of San Michele" was first on the 1930 non-fiction Best Seller List and again on this mid-year list. It is one of the two oldest books, having been published in November, 1929. "Education of a Princess," which appeared in January of this year, took second place. "The Strange Death of President Harding" was second for the 1930 period and third for the July-June selling period. "Little America" and "Boners" did not appear on the last list, and now take fourth and fifth places. "Lone Cowboy" and "The

Adams Family" were both on the last list in fifth and fourth places and are now sixth and seventh. "The Lives of a Bengal Lancer" and "Roosevelt" are two fall 1930 books with selling periods that continued into this year, and now make their first appearances on a twelve-month Best Seller List. "Humanity Uprooted," like "The Story of San Michele," was published in November, 1929, and has been a best seller for ten months. Culbertson's "Blue Book of Contract Bridge" was the only bridge book to become a year's best seller, though bridge books are usually a feature of the monthly lists.

FICTION

- "Years of Grace." By Margaret Ayer Barnes. (June '30) *Houghton Mifflin*.
 "Grand Hotel." By Vicki Baum. (Jan. '31) *Doubleday, Doran*.
 "Angel Pavement." By J. B. Priestley. (Sept. '30) *Harper*.
 "The Good Earth." By Pearl S. Buck. (Mar. '31) *John Day Co*.
 "Twenty-four Hours." By Louis Bromfield. (Sept. '30) *Stokes*.
 "The Bridge of Desire." By Warwick Deeping. (Mar. '31) *McBride*.
 "The Road Back." By Erich M. Remarque. (May '31) *Little, Brown*.
 "Cakes and Ale." By Somerset Maugham. (Oct. '30) *Doubleday, Doran*.

- "The Deepening Stream." By Dorothy Canfield. (Oct. '30) *Harcourt, Brace*.
 "Philippa." By Anne Douglas Sedgwick. (Nov. '30) *Houghton Mifflin*.

NON-FICTION

- "The Story of San Michele." By Axel Munthe. (Nov. '29) *Dutton*.
 "Education of a Princess." By Grand Duchess Marie. (Jan. '31) *Viking Press*.
 "The Strange Death of President Harding." By Gaston B. Means and May Dixon Thacker. (Mar. '30) *Guild Pub. Corp*.
 "Lone Cowboy." By Will James. (Aug. '30) *Scribner*.
 "The Adams Family." By James Truslow Adams. (June '30) *Little, Brown*.
 "The Lives of a Bengal Lancer." By Major Yeats-Brown. (Nov. '30) *Viking Press*.
 "Roosevelt, The Story of a Friendship." By Owen Wister. (June '30) *Macmillan*.
 "Humanity Uprooted." By Maurice Hindus. (Nov. '29) *Cape & Smith*.
 "Contract Bridge Blue Book." By Ely Culbertson. (Dec. '30) *Bridge World*.
 "Little America." By Richard E. Byrd. (Dec. '30) *Putnam*.
 "Boners." By Those Who Made Them. (Feb. '31) *Viking Press*.

Customers' Choice

NOT so long ago we said that men detest circulating library jackets; that women like them. The Channel Bookshop points out that the matter isn't quite that simple. Women, it now seems, dislike them as much as men. Some of the men members of Channel's library always want them and like the Pear's Soap baby, are not happy until they get them. One man says that Channel jackets lend distinction to the book; another is ashamed to carry the titles he picks out unless he covers them up; others want them so they will know the library books aren't their own; and others just don't mind.



A Lexington Avenue shop has dis-

covered a dependable market for photographic books (such as "Bali" by Gregor Krause), many of which are of German origin and can be obtained from B. Westermann & Company in West 46th Street, New York City. Younger architects are the heavy buyers.



The Channel Bookshop goes on selling "The Shiny Night" (*Doubleday*). The 225th copy was sold last week.



One bookseller says that to include old titles by well-known or currently popular authors in the rental library is to give the library a feeling of strength. People are always gratefully surprised to discover, for instance, a Galsworthy work which

they didn't know existed, or an early story by William Faulkner.



In one large and prosperous rental library, the best paying non-fiction is of the adventurous, slightly psychological or philosophical, escape-from-life type; e.g., "The Lives of a Bengal Lancer," "Education of a Princess" and "The Story of San Michele."



There is a curious revival of buying interest about New York in L. A. G. Strong's "The Garden." One bookseller believes that some physical quality in the makeup of the book pleases people. It was sixth on Putnam's best selling fiction list for the week ending July 17th.



Strong's new book "The English Captain" is now definitely scheduled for publication by Knopf on August 14.



At Brentano's store on Madison Avenue the two most popular mysteries are "Murder in the Willet Family" (Doubleday) and "Murder in the English Channel" (Harper). Picture Puzzles are still selling well in this shop. Brentano's doesn't rent them. The brand sold is Tuck's "Zag-Zaw" Picture Puzzles, made in England. They sell for 2c. per puzzle piece and the American agent is a Mr. Wunderlich, at 200 Fifth Avenue.



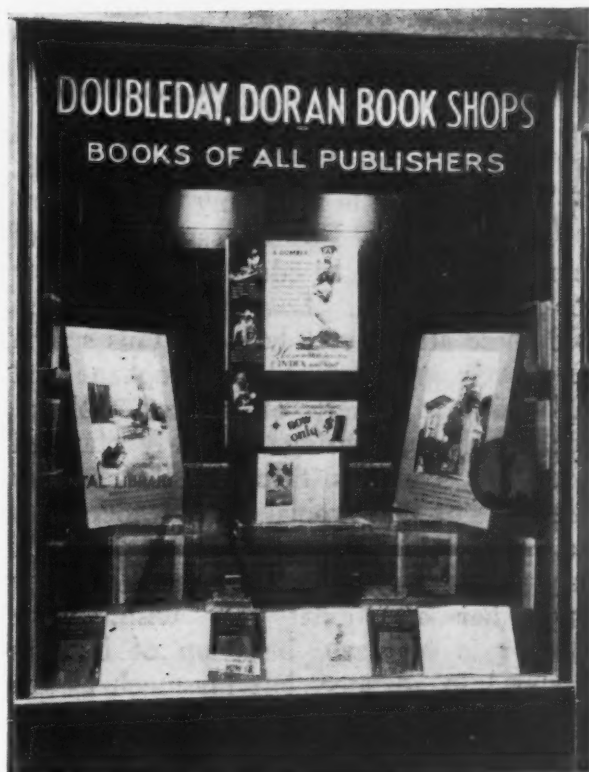
"Washington Merry-Go-Round" (Liveright) has been having an exciting time of it. The title caught on at once and many shops suddenly found themselves out of stock. So did the publishers. A new edition however is now ready. One lady bookseller friend of ours was pretty suspicious when the Liveright salesman first showed her the book. "Is it vicious?", she said. "No," said the salesman, "He just takes them for a ride."



"Duke Herring" is supposed to be Maxwell Bodenheim's retort to Ben Hecht's "Count Bruga" and "A Jew in Love." One customer said the other day, or maybe it was Walter Winchell, "That's no wrist-slap!"



A lady came into a New York shop one day this week and wanted a copy of



Over 400 copies of "The Last Home of Mystery" have been sold by the Doubleday Shop in Nassau Street, New York

"Of Human Bondage." She had seen it in the window. "It's by two authors isn't it?" she asked. No, it wasn't by two authors. Mr. Maugham was one author. "But this edition only costs 95c.," the shop hastily added. "Well," said the lady, disappointed, "I'll take it, but I thought it was by two authors."



"Money Mad" is a leader in fiction at Miller's Book Store in Atlanta, Ga. Miller says that "The Story of San Michele," "Education of a Princess," "Humanity Uprooted," "Red Bread" and the Boners books show no signs of giving up the ghost. "The American Black Chamber," though a steady seller everywhere in Manhattan, has hardly scratched in Atlanta. Neither has "Call Her Savage."



Advance orders on "Dwarf's Blood," "Hatter's Castle," "Simple Peter Cradd" and "Shadows on the Rock" lead Fred Harvey in Kansas City to predict that these four titles will be the most popular sellers for some time to come.



"Pirates in Oz" goes well at the Paul Elder Company in San Francisco. So does "Culbertson's Summary."

Sales Notes

WALTER EVERETT, of the R. H. White Company book department in Boston, says readers of reprint fiction can be educated to buy their books in quantity. Last summer White's sold these attractively boxed. This season the novels are wrapped in cellophane and tied with a variety of colored ribbons. Each package, bearing a clearly stamped price tag, contains three westerns, three detectives or three romances. Readers may see exactly what they are getting, and if they prefer, may have one of each type, or any other assortment they wish. One counter is regularly built up of bundles wrapped in advance, but inasmuch as the cellophane can be obtained in large sheets, individual selections are easily made ready at no additional expense. Men especially find that this idea fits in with their week-end reading and gift needs.



Two Doubleday shops, one at 31 Nassau Street and the other in the Grand Central Terminal, are having extraordinary luck with Powell's "The Last Home of Mystery" in the Star Dollar edition. The Nassau Street shop originally ordered 20 copies. On publication day they were placed on the \$1 table. Nothing happened. The next morning the regular stock display arranged by the publishers for this title (see illustration on page 327) was placed in the window with four of the books. By noon, 14 copies had been sold. By that time, Mr. Friedman, the manager, was pretty excited. After a few days enlarged photographs of the book's illustrations were added to the window. At the end of the month, Mr. Friedman had sold 275 copies. The total sales are now over 400 and Mr. Friedman says he ought to be able to sell a thousand copies. Morris Axelrod, manager of the Grand Central shop, has had very much the same experience. He used the large poster with its sensational illustrations to supplement copies of the book in the window and began selling 20 copies a day. There are always crowds of men staring in on both of these windows. The Garden City Pub-

lishing Company has material for several more of these displays, and any bookseller who would like to try one can get it by writing to the company.



Two weeks ago we spoke of the Putnam Bookstore campaign (with a set of movable bookcases) for better and more elegant window displays. This week's arrangement, the third of a series, is one of those things which happen only once in a while. The scene is built to promote the idea of reading the classics in your summer leisure. The scene is a pine-panelled room. There's a genuine Oriental rug on the floor. In the center of the stage, front, is a large green lounging chair flanked by tables, one a small end-table on which is placed a smoking set, a few finely bound books, and a tall green-frosted glass full of something which looks like water. The other table, larger, accommodates a lamp, magazines, and three current novels. Two of the movable bookcases (which we described on July 11) are set against the back wall and are filled with richly bound classics. Across the front of each bookcase is a dignified sign. One reads, "There is Surcease of Summer Heat in a Cool Drink, A Filled Pipe and a Rare, Old Book"; the other, "Read the Old and Cherished Authors in Your Summer Leisure." Large folio fine books are on the floor to right and left of the center. In front of the easy chair is a pair of red bedroom slippers, size 10. Two hunting prints are hung on the walls. The furniture was donated by the W. A. Hathaway Company, expensive furniture shop across the street. Probably the most remarkable thing about the window is the panelled walls. They aren't really panelled. The effect is obtained by delicately tacking a special wall-paper on to a beaver-board background. The window first appeared on Saturday morning, July 18. At that time a crushed cellophane wrapper (from a Camel cigarette package) was floating around in the glass. It looked remarkably like a piece of ice. On Monday morning, July 20, it wasn't there. We

stood looking at the place where it had been. Mr. McGall, manager of the store, came out. He said, "It must have melted."



One New York shop has fixed up a sound kind of display for "Hot News." Sensational headlines and illustrations were cut out of newspapers and pasted tastily on a large piece of cardboard. Headed "Hot News," of course, this was placed in the center of a general window display, close to the window, with copies of the book. But the touch of genius creeps in with "Washington Merry-Go-Round" (Liveright) which cashes in on the "Hot News" set-up.

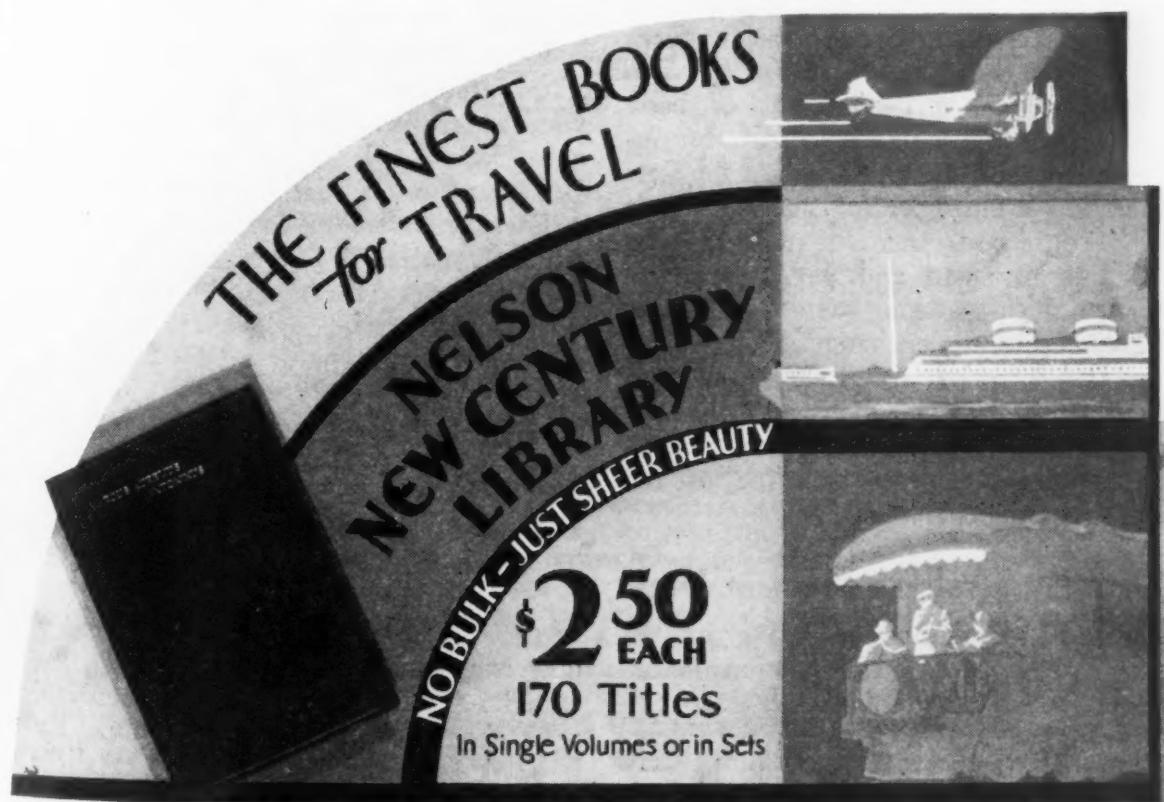


The Judson Press Bookshop in Boston considers ministers and church workers to be one of the best classes of book buyers today. They respond to sales letters. The shop has been getting very good results from a regular monthly letter to ministers which describes the "best religious books of the month." From June to September this letter is varied with lists of attractively priced items from stock. This process has

been effective in getting certain books off the shelves which have been there too long—the books not the shelves. When any letter proves especially effective Judson sends it out to the Sunday School teachers and other church workers on the mailing list, names which are all catalogued by professions.



Perhaps there's as much to be said for elegance in window displays as there is for the spectacular. A display of zodiac charm pins in one window of Marcus & Company's high-hat jewelry shop on Fifth Avenue has been drawing the crowds for the past two weeks. The item which particularly caught our eye was a very small black and white lettered card headed by the simple legend "If You Are Star-Minded—" The almost smug challenge in this legend is psychologically smart. Three books were featured in the display. They were "The Music of the Spheres" (Macmillan), "The Pageant of the Stars" (Doubleday), and Evangeline Adams' "Astrology—Your Place in the Stars," from Dodd, Mead. A Rand McNally "Celestial Globe and Star Finder" also looked well in this astronomical display.



New Nelson display set-up now ready for distribution. The colors are in pastel shades of green and yellow

Wilson Company Offers Prizes

THE H. W. Wilson Company is offering a first prize of \$15, a second prize of \$10 and a third prize of \$5 for the best photographs of trade reference tools in use or on display in bookshops. These tools include such publications as the "United States Catalog," "Cumulative Book Index," "Trade List Annual," "Book Review Digest," the *Publishers' Weekly*, *American News Trade Journal*, *Retail Bookseller*, etc. The prize-winning photographs will be published in the new revised and enlarged edition of H. W. Wilsons "The Bookman's Reading and Tools," scheduled for fall publication. All booksellers are eligible to submit photographs. The closing date of the contest is September 1 and photographs should be sent to H. W. Wilson, president, The H. W. Wilson Company, 950-72 University Avenue, New York City.

Book Swapping

A SUBSCRIBER to the *Publishers' Weekly* and one who has made extensive use of the Books Wanted department suggests that the number of books that find their way through the hands of the dealer who can best dispose of them would be greatly increased if the *Publishers' Weekly* had a department of book swaps so that the dealer who had, for instance, a first edition of "The Scarlet Letter" but had a customer for "Uncle Tom's Cabin," could announce the fact that he would like to swap and get into correspondence with someone who could take the other end of the exchange. The editor of the *Publishers' Weekly* would be glad to hear from dealers who would like to have such an exchange department instituted at the same cost per line as the Books Wanted department.

College Booksellers Meet in Utah

THE Ninth Annual Meeting of the College Bookstore Association is being held in Salt Lake City, August 3-6. The delegates are staying at the Newhouse Hotel, reservation cards to be sent to Siebert Mote. The speakers on the program for this year include Ray M. Stager, Stanford, who will explain the

remarkable success of the "Cooperative Buying of the Western Institutional Stores"; Wellsford R. Morton, California, who will describe his plan "Bonus for Employees"; George B. Seibert, Ohio State, who will interpret the intricacies of "Perpetual Inventory" and Dr. J. A. Johnston, Utah, who will speak on "Merchandise Control." Ward Biddle of the University of Indiana Bookstore is president of the College Bookstore Association.

Bookmen's Field Day

THE Bookmen's 24th annual field day at the Kildeer Country Club, Chicago, July 10, was a great success. While the attendance was somewhat smaller than usual, due to the alleged depression, there was no depression at Kildeer.

All events were keenly contested. The golf winners were: J. R. Fraser, Howard Forrest, O. R. Mattinger, A. C. Wood, J. J. Smith, W. A. Thomas, Ralph B. Henry. The Pinochle contest was won by L. B. Vaughan; second, L. M. Levy. Bridge was won by W. W. Goodpasture; second F. K. Reilly. F. H. Howard turned out to be the champion horseshoe pitcher.

Frank Reilly was a faultless toastmaster. The interests of the eastern contingent were carefully looked after by the venerable F. T. J. Nunan, whom Harry Burt sent on specially for the occasion.

For the first time in twenty-four years, Mike Donohue did not win a golf prize. Ed. Brewster was much in evidence and saw to it that everyone was well taken care of.

Encyclopedia as Premium

AS the school year opens in September *Literary Digest* is to launch one of its tremendous direct mail campaigns and, as a premium for a 3 year subscription (\$12), is to give free a twenty five volume encyclopedia set which is being newly edited. The volumes will be handy size with about 500 pages to the volume. Even if Funk & Wagnalls can afford to allocate half of the subscription price to getting a long term subscription, this would mean one set of 25 volumes for only \$6.00.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

TWO books were published this week that are forerunners of next year's presidential election. Both are listed under *Anonymous*. "The Mirrors of 1932" gives portraits of the men who are likely to be candidates in next year's campaign, and "Washington Merry-go-Round" portrays the inside political and social scene in the capital. "Liberalism in Mexico" by *Callcott* is an informative history of the modern country. Russia is represented by "The Soviet Planned Economic Order," an authoritative explanation of the Soviet régime by *Chamberlin*, and a realistic novel that depicts life under the Five Year Plan, "The Volga Falls to the Caspian Sea" by *Pilniak*.

Summer is surely the time to sell omnibus books, for they provide many more reading hours than the ordinary book of fiction, and so fill in the vacationist's leisure hours in an economical and satisfying way. Two good collections have just been published, "The Collected Ghost Stories of M. R. James," and "All Alongshore," Cape Cod stories by *Joseph C. Lincoln*.

Non-fiction that is peculiarly saleable at this season are books on outdoor sports. See *Rounsevelle*, "Archery Simplified," the first book that we have noticed this year about a warm-weather sport that is becoming increasingly popular; "The Boat Book," information about building and running all kinds of small boats; and a new

series of introductory books on sports, originally planned for English young people, of which the first two are listed this week under *Hunloke*, "Riding" and *Cotton*, "Golf."

Other books of information on the out-of-doors are to be found under *Hillcourt*, "The Boy Campers"; *Seton*, a new edition of the outdoors activities section of "The Birchbark Roll of Woodcraft"; two bird books, *Mills*, "Bird Memories of the Rockies" and *Delamain*, "Why Birds Sing"; and the last book by that noted horticulturist, *Ernest H. Wilson*, a well-illustrated volume, "If I Were to Make a Garden."

New juveniles are "The Red Man's Wonder Book" by *Kennedy*, "Golden Tusk" by *Slaughter*, and "Peter's Voyage" by *Beskow*.

Books that must surely be offered to customers interested in literature are "The Life and Letters of Sir Edmund Gosse," noted English critic, by *Charteris*, and "The Rediscovery of the Frontier," essays on the American frontier as a subject of modern creative writing, by *Boynton*.

For other books of the week with special sales possibilities see *Klein*, "Great Women Singers of My Time"; "Clive," a biography, by *Minney*; "Essays on Marriage" by *Harris*; *Clermont-Tonnerre*, "Years of Plenty," a sequel to "Pomp and Circumstance"; "Scenery" by *Helvenston*; *Harling*, "New Business for Warehouses"; and *Hadow*, "English Music."

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow,

The Weekly Record of July 25th, 1931

Adams, Eustace L.

Wings of adventure. 251p. front. D (Andy Lane story) [c.'31] N. Y., Grosset 50 c.

Addington, Sarah [Mrs. Howard Carl Reid]

Dance team. 348p. D c. N. Y., Appleton \$2
The romance and struggles for success of Mulligan and Kirk, theatrical "hoofers."

American labor yearbook (The), 1931; ed. by Nathan Fine. 337p. '31 N. Y., Rand School Press \$3

Anonymous

The mirrors of 1932; il. by Cesare. 247p. O c. N. Y., Brewer, Warren & Putnam \$2.50
Critical appraisals of the political personalities who are likely to be candidates in the coming presidential nominations.

[Anonymous]

Washington merry-go-round. 366p. O c. N. Y., Liveright \$3

The untold story of Washington society, politicians and politics.

Bell, Elizabeth Turner

Twenty-five new figure and character dances. 113p. il., diags. O '31 N. Y., A. S. Barnes \$4

Beskow, Elsa

Peter's voyage; tr. by Rita Scherman; il. by the author. no p. il. (col.) Q '31 N. Y., Knopf bds., \$2

This picture-story for children from 3 to 7 was printed in Sweden.

Bible

The little Bible; selections for school and home, with an appendix for teachers and parents. 478p. maps (col.) S '31 N. Y., Oxford \$1

Bigelow, Henry Bryant

Oceanography; its scope, problems, and economic importance. 267p. D c. Bost., Houghton \$2.50

A survey of research in sea phenomena and a consideration of further investigation.

Birmingham, George A., pseud. [James Owen Hannay]

Fed up. 309p. D [c.'31] Ind., Bobbs-Merrill \$2

A humorous tale concerning the simultaneous disappearance of rival candidates in an English campaign who were driven into the race against their wills.

Blossom, Robert

Bridge, contract and auction; 3rd ed. 63p. S c. '31 Los Angeles, Author, 2033 W. 73rd St. pap., 50 c.

Bohannon, Ernest F., comp.

Wisdom of the ages; the world's greatest thoughts by the world's greatest thinkers [lim. numbered ed.]. 248p. O '31 Winston-Salem, N. C., Compiler. Box 146 \$2.50
Axioms by great men, arranged topographically.

Bolton, Mrs. Ethel Stanwood, comp.

Immigrants to New England, 1700-1775. 235p. O '31 Salem, Mass., Essex Inst. \$5

Boynton, Percy H.

The rediscovery of the frontier. 193p. D [c.'31] Chic., Univ. of Chic. Press bds., \$2.50

Essays on the American frontier as the subject of current literature.

Brandeis, Mrs. Madeline

The little Mexican donkey boy. 224p. il. O (Children of all lands ser.) [c.'31] N. Y., Grosset 50 c.

Bregendahl, Marie

A night of death; tr. by Margery Blanchard. 182p. D '31, c. '27, '31 [N. Y.] Knopf \$2

The entire action of this novel takes place during one night in which some children awake to the mysteries of birth and death as their mother suffers and dies.

Brian-Chaninov, Nicolas

The Russian Church; tr. by Warre B. Wells. 221p. (7p. bibl.) D [n.d.] N. Y., Macmillan \$2.50

A history of Christianity in Russia from the 10th century to the 20th century with emphasis on the events and personalities which marked its unfolding.

Brown, Sam, ed.

The boat book; everything of interest to the amateur boatman. 269p. il. (pt. col.) diags. O [c.'31] Chic., Popular Mechanics Press \$3

Information about building and operating outboard, inboard, sailing and hand-propelled craft.

Burrell, Robin C.

Chemistry for students of agriculture and home economics. 459p. il. D (Internat'l chemical ser.) '31 N. Y., McGraw-Hill \$3.50

Callcott, Wilfrid Hardy

Liberalism in Mexico, 1857-1929. 423p. (17p. bibl.) il. O c. Stanford Univ., Cal., Stanford Univ. Press \$5

A history of Mexico's struggle with self-government and the political, social and economic experiences of the Mexican people since 1857, by a professor of history in the University of South Carolina.

Camp, Burton Howard

The mathematical part of elementary statistics; a textbook for college students. 430p. diags. D [c.'31] Bost., Heath \$3.60

The author is professor of mathematics in Wesleyan University.

Carb, David

Sunrise in the West. 384p. D c. N. Y., Brewer, Warren & Putnam \$2

The story of Babette, who landed in New Orleans in 1850, a German immigrant, her marriage to a man who died in the Civil War, and her later life through the World War, when her grandson served in the French army.

Aust, Franz A., and Hankinson, Hazel

The rock garden; its construction and care. 64p. il., diags. D '31 Des Moines, Ia., Meredith Pub. Co., 1716 Locust St. pap., 25 c.

Bell, Landon C.

Sunlight on the south side; list of titles 1748-1783. Lunenburg County, Virginia. 503p. il., map O '31 Columbus, O., Author, 115 E. Rich St. apply

Chamberlin, William Henry

The Soviet planned economic order. 265p. (bibl. footnotes) D c. Bost., World Peace Found. \$2.50

After eleven years in Soviet Russia nine of them as foreign news correspondent for the *Christian Science Monitor* the author outlines his observations of the application of Soviet economic principles.

Chanslor, Roy

Lowdown. 262p. D [c.'31] N. Y., Farrar & Rinehart \$2

The story of Eddie, who ran the mob in Atlantic City, and the two girls who loved him.

Charteris, Evan Edward

The life and letters of Sir Edmund Gosse. 524p. (8p. bibl.) il. O c. N. Y., Harper buck., \$5

An anecdotal biography of the late English critic, founded almost entirely on his letters and diaries.

Chase, Daniel

Backfire. 300 p. D [c.'31]. Ind., Bobbs-Merrill \$2

A New England story of Chan, who, despite his limping leg, determines to work out his own atonement without the help of Molly Bowditch.

Childs, John L.

Education and the philosophy of experimentalism; foreword by William Heard Kilpatrick. 283p. (bibls.) D (Century studies in educ.) [c.'31] N. Y., Century \$2

The first volume of a new series to be edited by Willis L. Uhl of the University of Washington. An examination of the theories of Peirce, James, and Dewey.

Christie, Clarence V.

Electrical engineering; new 4th ed. 662p. il. O '31 N. Y., McGraw-Hill \$5

Clermont-Tonnerre, Elisabeth de Gramont, ex-duchesse de

Years of plenty; tr. by Florence and Victor Llon. 364p. D [c.'31] N. Y., Cape & Smith bds., \$3

A sequel to "Pomp and Circumstance," describing the circle of celebrities in which the author moved in Paris until the World War.

Cohn, Alfred E.

Medicine, science and art; studies in inter-relations. 224p. (bibl. footnotes) diagrs. (col.) O [c.'31] Chic., Univ. of Chic. Press bds. \$4

Essays and lectures by a member of the Rockefeller Institute for Medical Research.

Conway, Robert Seymour

Makers of Europe. 98p. O '31 Cambridge, Mass., Harvard \$1.25

Copeland, Melvin T.

Problems in marketing; new 4th ed. 780p.

O (Harvard problem b'ks) '31 N. Y., McGraw-Hill \$5

Cotton, T. Henry

Golf. 147p. il., diagr. D (Aldin ser.) '31 N. Y., Coward-McCann \$2

"Being a short treatise for the use of young people who aspire to proficiency in the Royal and Ancient Game." See also *Hunloke*.

Croft-Cooke, Rupert

Give him the earth. 298p. D c. N. Y., Knopf \$2.50

The story of a mother's sacrificial love makes a study of character in an English provincial town.

Culbertson, Ely

Culbertson's summary; contract bridge at a glance. 47p. T c. N. Y., Bridge World flex. fab., \$1

Davies, David

The problem of the twentieth century; a study in international relationships. 812p. (bibl. footnotes) il. O '31 N. Y., Putnam buck., \$5

A study of the present international problem and an argument for the establishment of an international police force to control all weapons of war.

Dawson, Elmer A.

Garry Grayson's double signals, or, Vanquishing the football plotters. 221p. front. D (Garry Grayson football stories) [c.'31] N. Y., Grosset 50 c.

Delamain, Jacques

Why birds sing; tr. by Ruth and Anna Sarason; preface by Jérôme and Jean Tharaud; il by Prentiss Taylor 334p. (bibl.) D [c.'31] N. Y., Coward-McCann \$2.50

The observations of a French scientist about birds which he made while a soldier in the front line trenches.

Dixon, Franklin W.

Danger trails of the sky, or, Ted Scott's great mountain climb. 224p. front. D (Ted Scott flying stories) [c.'31] N. Y., Grosset 50 c.

What happened at midnight. 217p. front. D (Hardy boys) [c.'31] N. Y., Grosset 50 c.

Dolch, Edward William

The psychology and teaching of reading. 266p. (3p. bibl.) D [c.'31] [Bost.] Ginn \$1.80

A textbook for teachers of reading.

Donnelly, Harold Irvin

Administering the senior department of the church school. 195p. (bibls.) diagrs. D (Standard leadership training curriculum) '31 Phil., Westminster Press \$1

Carlson, Harold S.

Information and certainty in political opinions; a study of university students during a campaign. 48p. (2p. bibl.) diagrs. O (Univ. of Ia. studies in character, v. 4, no. 1) '31 Iowa City, Univ. of Ia. pap., apply

Cathcart, George C.

The treatment of chronic deafness, by the electro-phonoide method of Zünd-Burguet; 2nd ed. 120p. D (Oxford medical pub'ns) '31 N. Y., Oxford \$1.50

Christians, George W.

This depression. 59p. il. O c.'31 Chattanooga, Tenn., Author, James Bldg. pap., \$1

Committee of the Ass'n of American Law Schools, comp.

Selected readings on the law of contracts from American and English legal periodicals; introd. by Benjamin N. Cardozo. 1416p. (25p. bibl.) Q c. N. Y., Macmillan buck., \$5

Cooper, John W., and Appleyard, F. N.

Practical pharmaceutical chemistry. 191p. (bibl.) il., diagrs. D '31 N. Y., Pitman \$1.75

Dayton, W. A., comp.

Glossary of botanical terms commonly used in range research. 40p. il., diagrs. O (U. S. Dep't of Agri., misc. pub'n no. 110) '31 Wash., D. C. Gov't Pr. Off.; Sup't of Doc. pap., 15 c.

Dunan, Renée

The love life of Julius Caesar [tr. by Arabella Yorke]. 243p. O '31 N. Y., Dutton \$3.50

His political and military career is the background for this account of Caesar's amatory adventures.

Dunn, Joseph Allan Elphinstone

Young Eagle of the trail. 216p. il. D (Buddy ser.) [c. '31] N. Y., Grosset 50c.

Eells, Walter Crosby

The junior college. 861p. (bibls.) front. (por.) diagrs. D (Riverside textb'ks in educ.) [c. '31] Bost., Houghton \$4

A systematic survey of the junior college field.

Fitzhugh, Percy Keese

Mark Gilmore, speed flyer. 237p. il. D (Mark Gilmore ser.) [c. '31] N. Y., Grosset 50c.

Mark Gilmore's lucky landing. 228p. il. D (Mark Gilmore ser.) [c. '31] N. Y., Grosset 50c.

Roy Blakeley up in the air. 223p. il. D (Roy Blakeley ser.) [c. '31] N. Y., Grosset 50c.

Westy Martin in the Sierras. 205p. il. D (Westy Martin b'ks) [c. '31] N. Y., Grosset 50c.

Ford, Jeremiah Denis Matthias, and Lansing, Ruth

Cervantes; a tentative bibliography of his works and of the biographical and critical material concerning him. 252p. O '31 Cambridge, Mass., Harvard \$5

Fort, John

God in the straw pen; a novel. 234p. D c. N. Y., Dodd, Mead \$2

A story of two evangelists and their effect upon a little upland village in Georgia in 1830.

Frost, Mrs. Elizabeth Hollister

The closed gentian. 61p. O c. N. Y., Harper \$2

A new volume of poetry by the author of "The Lost Lyrical" and "Hovering Shadow."

Garis, Mrs. Lilian C. McNamara

Judy Jordan. 285p. il. D [c. '31] N. Y., Grosset 50c.

Judy Jordan's discovery. 254p. il. D [c. '31] N. Y., Grosset 50c.

Gilbert, Anthony

The case against Andrew Fane. 289p. D (Dodd, Mead red badge b'ks) c. N. Y., Dodd, Mead \$2

Andrew Fane appeals to his uncle for help from a predicament in which he faces five years in prison, only to find his uncle murdered and himself suspected. One of the first of a series of mystery and detective stories called the Dodd, Mead Red Badge Books which the publishers state they recommend unreservedly to the most discriminating reader. See also *Rhode*.

Godecker, Sister Mary Salesia

Simon Bruté de Rémur, first Bishop of Vincennes; preface by Bp. Joseph Chartrand. 484p. (7p. bibl.) il. O c. St. Meinrad, Ind., St. Meinrad Historical Essays \$4

The life and work of a late 18th century Catholic pioneer, founder of the Vincennes Diocese and a leading educator.

Goforth, Rosalind, and Goforth, Jonathan

Miracle lives of China. 167p. D c. N. Y., Harper \$1.50

The work of two missionaries in Manchuria where they witnessed miraculous changes in the lives of the Chinese.

Hadow, Sir William Henry

English music. 207p. (bibl. footnotes) S (English heritage ser.) '31 N. Y., Longmans \$1.40

The history of English music.

Hamlin, Fred

Treasures in the earth. 159p. il., map D [c. '31] N. Y., Friendship Press \$1; pap., 75c. Observations of a traveler in foreign lands, especially in regard to mission work.

Hannum, Alberta Pierson

Thursday April. 285p. D c. N. Y., Harper bds., \$2.50

A novel of mountaineer life in West Virginia.

Haring, Harry Albert

New business for warehouses. 330p. O c. '25-'31 N. Y., Distribution and Warehousing, 249 W. 39th St. \$3

A series of articles that ran in the trade paper.

Harris, Frederick Morgan

Essays on marriage. 214p. D c. N. Y., Ass'n Press \$2

Philosophic essays by a man who, for the last five years of his life, was a counselor in marriage relationships.

Hart, Joseph Kinmont [comp.]

Creative moments in education; a documentary interpretation of the history of education. 492p. (bibls.) O [c. '31] N. Y., Holt \$3

Selections which show dramatic moments in history which affected the development of education.

Hay, Ian, pseud. [John Hay Beith, junior sub., pseud.], and King-Hall, Stephen

The middle watch; a romance of the navy in three acts. 79p. il. O (French's acting ed. no. 1061) c. '31 N. Y., S. French pap., 75c.

Edge, W. L.

The theory of ruled surfaces. 332p. O '31 N. Y., Macmillan \$7

Edgerton, William F.

Notes on Egyptian marriage chiefly in the Ptolemaic period. 34p. (bibl. footnotes) O (Studies in ancient oriental civilization, v. 1, pt. 1) [c. '31] Chic., Univ. of Chic. Press pap., \$1

Fagg, C. C., and others

The south east of England [chapters 2 and 3 of "Great Britain: Essays in Regional Geography"]. 48p. maps O '31 N. Y., Macmillan pap., 50c.

Franks, Walter Hall

Bookkeeping and costfinding for drycleaners. 211p. diagrs. D [c. '31] Silver Spring, Md., Nat'l Ass'n of Dyers & Cleaners \$5

Gunn, J. A.

An introduction to pharmacology and therapeutics; 2nd ed. 241p. S (Oxford medical pub'ns) '31 N. Y., Oxford \$1.50

Handbook for teacher-librarians. A. 52p. (bibls.) il. D '31 Chic., Amer. Lib. Ass'n pap., 65c.

Hazen, Henry Honeyman, M.D.

Cutaneous X-ray and radium therapy. 166p. il. O c. St. Louis, C. V. Mosby \$3

Helvenston, Harold

Scenery; a manual of scene design. 111p. il. (col. front.), diags. F c. Stanford Univ., Cal., Stanford Univ. Press \$3.50
For little theaters and school and college dramatic clubs. By the director of dramatics in Stanford University.

Henderson, William D.

Problems in physics; new 2nd ed. 245p. il. O '31 N. Y., McGraw-Hill \$2.25

Hillcourt, William

The boy campers. 157p. il., diags. D (Live-boy lib., v. 1) c. N. Y., Brewer, Warren & Putnam \$1.75
Camping lore for boys. The first volume in this new series.

Holt, Gavin, pseud.

Green talons. 340p. D [c. '31] Ind., Bobbs-Merrill \$2
On the Riviera detectives of London, Paris and Moscow hunt the Hawk, a famous criminal.

Hope, Laura Lee

The Blythe girls: Rose's hidden talent. 196p. il. D (Blythe girls b'ks) [c. '31] N. Y., Grosset 50 c.

The Bobbsey twins' wonderful secret. 246p. il. D (Bobbsey twins ser.) [c. '31] N. Y., Grosset 50 c.

Bunny Brown and his sister Sue at the summer carnival. 243p. il. D (Bunny Brown ser.) [c. '31] N. Y., Grosset 50 c.

Hügel, Friedrich, freiherr von

The reality of God, and, Religion and agnosticism; being the literary remains of Baron Friedrich von Hügel; ed. by Edmund G. Gardner. 275p. (bibl. footnotes) O ['31] N. Y., Dutton \$4

Two unfinished books, upon which the philosopher was working at the time of his death, edited by his literary executor.

Hull, Mrs. Edith Maude

The captive of the Sahara. 308p. D c. N. Y., Dodd, Mead \$2
A romance of the desert by the author of "The Sheik."

Hunloke, Lady, and Aldin, Cecil Charles Windsor

Riding. 125p. il., map, diags. D (Aldin ser.) '31 N. Y., Coward-McCann \$2
The first of a series of introductory books on sports for young people published under the editorship of Cecil Aldin. See also *Cotton*.

Hunting, Harold Bruce

The adventures of Mr. Friend. 138p. il. D [c. '31] N. Y., Friendship Press \$1; pap., 75 c.
Short stories portraying the lives of country people in America, and the work of Mr. Friend, a Scout Master.

Heusinkveld, Arthur H., and Bashe, Edwin J., comps.

A bibliographical guide to old English; a selective bibliography of the language, literature, and history of the Anglo Saxons. 153p. O (Univ. of Ia. humanistic studies, v. 4, no. 5) '31 Iowa City, Univ. of Ia. pap., apply

Hsiao, Hsiao Hung

The status of the first-born, with special reference to intelligence. 118p. (8p. bibl.) O (Genetic psych. monographs, v. 9, nos. 1-2) c. '31 Worcester, Mass., Clark Univ. Press pap., \$3

James, Montague Rhodes

The collected ghost stories of M. R. James. 659p. D '31 N. Y., Longmans \$3
An omnibus volume by the Provost of Eton.

Janson, Florence Edith

The background of Swedish immigration, 1840-1930. 528p. (7p. bibl.) maps, diags. O (Social service monographs, no. 15) [c. '31] Chic., Univ. of Chic. Press \$5
From a detailed study of economic and social forces in Sweden in the last century, the author determines the causes of immigration.

Johnson, Albert Aaron, comp.

Progress in the Soviet Union, past, present, future; the Five Year Plan, with results accomplished, January, 1931. 52p. diags. F ['31] Springfield, Mass., A. A. Johnson & Associates, 133 Sumner Ave. \$6

Johnson, William Hallock, D.D.

Humanism and Christian theism. 160p. (3p. bibl. notes) D [c. '31] N. Y., Revell \$1.50
The Stone Lectures delivered at Princeton University by the President of Lincoln University.

Kennedy, Howard Angus

The red man's wonder book. 382p. il. D [c. '31] N. Y., Dutton \$3
The stories of magic and adventure that Chief Ossawippi told to a little white boy.

Kennedy, Sara Beaumont

Told in a little boy's pocket [new ed.]. 132p. il. D '31, c. '08 N. Y., Dodd, Mead \$1.50

Keown, Robert McArdle, and Faires, Virgil Moring

Mechanism; new 3rd ed. 242p. il. O '31 N. Y., McGraw-Hill \$2.50

Kerkow, Herbert

The fateful star murder. 239p. D c. N. Y., Mohawk Press \$2

Dawn Loyall, a beautiful New York girl, is found dead on the beach and her friends secretly investigate the cause of her death.

Keyes, Rowena Keith, ed.

Lives of today and yesterday; a book of comparative biography. 305p. il. D c. N. Y., Appleton \$2

Selections from famous writers, which contrast the subjects of the biographies as well as the methods of biography.

Klein, Herman

Great women-singers of my time; foreword by Ernest Newman. 250p. il. (pors.) D '31 N. Y., Dutton \$3.50

The reminiscences of a music critic who knew personally Patti, Calve, Melba and other great singers described in this volume.

Kohler, Eric L., and Morrison, Paul L.

Principles of accounting; new 2nd ed. 507p. il. D '31 N. Y., McGraw-Hill \$4.50

Huddy, Xenophon P.

Encyclopedia of automobile law; 9th ed., rev. and enl., v. 9-10. 441p. '31 Albany, N. Y., M. Bender \$60, set

Kennard, A. S., and others

The types of Lamarck's Genera of shells as selected by J. G. Children in 1823. 40p. (3p. bibl.) O (Smithsonian misc. colls., v. 82, no. 17) '31 Wash., D. C., Smithsonian Inst. pap., apply

Lewis, Sir Thomas, M.D.

Clinical electrocardiography; 5th ed. 128p. il. O '31 Chic., Chic. Medical B'k Co. \$3

Köppen, Edlef

Higher command. 427p. D [n. d.] N. Y., Cape & Smith \$2.50

The experiences of a young German artilleryman on the Eastern and Western fronts during the World War.

Krafft, Carl F.

Can science explain life? 94p. diags. S [c.'31] Wash., D. C., Author, Box 1421 \$1

An attempt to furnish a satisfactory mechanistic explanation for the fundamental life processes.

Lewis, Benjamin Roland

Creative poetry; a study of its organic principles. 410p. (bibl. notes and footnotes) O c. Stanford Univ., Cal., Stanford Univ. Press \$5

A study of poetry based upon the investigations of psychologists and physicists into the nature of the poetic mind and the physical make-up of the English language. The author is professor of English in the University of Utah.

Lincoln, Joseph Crosby

All alongshore. 532p. D [c.'31] N. Y., Coward-McCann \$2.50

Containing eighteen Cape Cod stories never before published in book form.

Liotta, Matthew A., M.D.

The unborn child. 44p. T c. N. Y., [Harold Hoss, 300 E. Mosholu P'kway] \$1

An argument against birth control.

Little chapel of the soul (The); the church of the living Messiah. 211p. D [c.'31] Bost., Christopher Pub. House \$2

Lloyd, Hugh

The Copperhead trail mystery. 224p. il. D (Hal Keen mystery stories) [c.'31] N. Y., Grosset 50 c.

The hermit of Gordon's creek. 243p. il. D (Hal Keen mystery stories) [c.'31] N. Y., Grosset 50 c.

Kidnapped in the jungle. 250p. il. D (Hal Keen mystery stories) [c.'31] N. Y., Grosset 50 c.

MacCarthy, Mary Warre Cornish [Mrs. Desmond MacCarthy]

Fighting Fitzgerald, and other papers. 230p. (bibl.) il. O '31 N. Y., Putnam \$3.50

Essays on figures of 18th century Ireland.

McKenna, Stephen

Dermotts rampant. 306p. D c. N. Y., Dodd, Mead \$2.50

Tony Dermott, trying to succeed in a literary career, feels the disapproval of a large family that has achieved great material success and respectability through many generations. Here Tony tells the story of the Dermotts and his own revolt.

Marcosson, Isaac Frederick

The autobiography of a clown; as told to the author [new ed.]. 109p. il. (col. front.) D [c.'09-'31] [N. Y.] Dodd, Mead \$1.50

Marsh, George Turner, and Wyckoff, Harry W.

Citizenship for nations. 85p. D c. San Francisco, G. T. Marsh, 400 Post St. \$1.50

A suggested program for the abolition of war.

Martin, Mrs. Ida Shaw

The sorority handbook; 11th ed. 180p. il. D '31, c.'05-'31 Bost., Author, 5 Cobden St. \$2.25

Messer, Mona Naomi Anne

Mouse trap. 274p. D c. N. Y., Putnam \$2

A mystery-romance in which Jennifer Talbot, a young English girl is kidnapped and imprisoned in the Chateau du Bais.

Meynier, Gil

Conducted tour. 239p. il. O c. Chic., Thos. S. Rockwell \$2

André Noel, guide to a party of ten Americans, conducts a leisurely tour through Europe.

Michelson, Herman

Money man; a novel of a bank built on quicksand. 282p. D [c.'31] N. Y., Vanguard Press \$2

The career of a corrupt financial wizard is suddenly ended when his mighty bank collapses.

Miller, Max C.

Principles of knitting [machinery]. 234p. il. O '31 N. Y., McGraw-Hill \$4

Mills, Enos Abijah

Bird memories of the Rockies. 279p. il. D c. Bost., Houghton \$2.50

Essays and observations by a well-known writer about nature.

Minney, Rubeigh James

Clive. 288p. (bibl.) il. O '31 N. Y., Appleton \$5

A biography of Robert Clive, 18th century statesman and general, who founded the empire of British India.

Moyer, James A., and Wostrel, John F.

Radio construction and repairing, including the television receiver; new 3rd ed. 286p. il. D '31 N. Y., McGraw-Hill \$2.50

Radio receiving tubes; new 2nd ed. 323p. il. D [31] N. Y., McGraw-Hill \$2.50

Lickley, James Dunlap, M.D.

The nervous system; an elementary handbook of the anatomy and physiology of the nervous system; new ed. 156p. diags. (pt. col.) O '31 N. Y., Longmans \$3.50

Lynch, Frank Worthington, M.D., and Maxwell, Alice Freeland, M.D.

Pelvic neoplasms; 2nd ed. 536p. (bibls.) il. O (Gynecological and obstetrical monographs, v. 10) '31 N. Y., Appleton \$65, set

McCollough, Ethel Farquhar, and Buren, Maud van Essentials in library administration; 4th ed. rev. 72p. (bibl. footnotes) il. O '31 Chic., Amer. Lib. Ass'n pap., 65 c.

McNamara, Nora M., and Braden, Sallyneil W.

The history and trade analysis of cosmetology. 129p. D [c.'31] [Los Angeles, Grace M. Adair, P. O. Box 1368, Sta. C] \$4

Mehl, J. M.

Hedging in grain futures. 104p. il., diags. O (U. S. Dep't. of Agri., circ. no. 151) '31 Wash., D. C. Gov't. Pr. Off.; Sup't. of Doc. pap., 25 c.

Moore, J. B., ed.

International adjudications; ancient and modern history and documents, together with mediatorial reports, advisory opinions, and the decisions of domestic commissions on international claims; 2 v. 626p., 517p. Maps O (Carnegie Endowment for Internat'l. Peace) [31] N. Y., Oxford \$5

Motion pictures of the U. S. Dep't. of Agriculture. 25p. nar. O (Misc. pub'n. no. 111) '31 Wash., D. C. Gov't. Pr. Off.; Sup't. of Doc. pap. 5 c.

Mudge, Isadore Gilbert, and others

Reference books of 1930; an informal supplement to Guide to reference books, 5th ed. 39p. O '31 Chic. Amer. Lib. Ass'n. pap. 70 c.

Myatt, Samuel Alexander, and others

Modern Spanish reader, literary and cultural. 256p. il., maps D (Heath's modern lang. ser.) [c.'31] Bost., Heath \$1.52

Nadji, Muharrem

The mirror of truth, and, Guide to happiness. 119p. D [c.'31] Bost., Christopher Pub. House \$1.25

An outline of the basic principles of the Moham-
medan faith.

Neville, James M.

Rich Irish. 320p. D [c.'31] N. Y., Coward-
McCann \$2

The story of a college athlete who elopes with
the daughter of a wealthy Tammany contractor and
enters the professional prize ring, with a background
of smart Palm Beach and New York.

Newbolt, Sir Henry John

Naval operations; v. 5. 472p. maps (pt.
col.) O (Hist. of Great War) '31 N. Y.,
Longmans

\$12.50, including separate box of maps

This final volume of the British official naval his-
tory of the War covers the period from 1917 to the
Armistice.

Norris, James F.

Principles of organic chemistry; new 3rd
ed. 595p. D '31 N. Y., McGraw-Hill \$3

Olcott, Frances Jenkins

Tales of the Persian genii, retold; il. by
Willy Pogany [new and enl. ed.] 285p. il.
(col.) O [c.'17, '31] [Bost.] Houghton \$3

O'Leary, Mrs. Iris Prouty [Caroline, pseud.]

The art of cooking for two, or, Feeding
Peter. 206p. D [c.'24, '31] Phil., Lippincott
\$1.50

Formerly published under the title, "Feeding
Peter."

Ormonde, Jimmy

Tap dancing at a glance. no p. il. S c.
N. Y., Brewer, Warren & Putnam bds., \$1
Lessons in tap-dancing with photographic illus-
trations.

Pack, Ruth Harding

Blankety-blank; entertainment for the un-
sophisticated. 49p. D c. N. Y., Minton, Balch
\$1

A parlor game in which the key words of a
story are supplied by the players who do not know
the context.

Newell, Franklin Spilman, M.D.

Cesarean section; 2nd ed. 332p. (bibls.) il., diagrs.
O (Gynecological and obstetrical monographs, v. 8)
'31 N. Y., Appleton \$65, set

Norris, Charles Camblos, M.D.

Gynecological and obstetrical tuberculosis; 2nd ed.
493p. (bibls.) O (Gynecological and obstetrical mono-
graphs, v. 11) '31 N. Y., Appleton \$65, set

Nyberg, Joseph A.

Tests and drills in first year algebra. 176p. diagrs.
O [c.'31] N. Y., Amer. B'k pap., 52 c.

Papers of the Bibliographical Society of America
(The); v. 25, 1931. 180p. (bibls.) il., maps O [c.'31]
Chic., Univ. of Chic. Press pap. \$4

Parakletos

Five Gospel stories. 64p. D [c.'31] Home Gar-
dens, Cal., HMK, Drawer 98 pap. 25 c.

Peptic ulcer; a symposium of the current literature.

Pilniak, Boris, pseud. [Boris Andreevich Vogan]

The Volga falls to the Caspian Sea; tr. by
Charles Malamuth. 353p. D c. N. Y., Cos-
mopolitan \$2.50

A novel picturing the effect of the Soviet way
of life upon human individualities.

Pressey, Sidney L., and Pressey, Luella Cole

Introduction to the use of standard tests;
rev. ed. 272p. D '31 Yonkers, N. Y., World
B'k \$1.80

Prévost, Antoine François, called Prévost d'Exiles

The history of the Chevalier des Grieux
and of Manon Lescaut; tr. by Helen Waddell;
introd. by George Saintsbury. 321p. D ['31]
N. Y., Richard R. Smith \$3.50

A new translation of this classic from the original
text of 1731.

Pyle, John F.

Marketing principles; organization and
policies. 565p. O '31 N. Y., McGraw-Hill \$4

Rea, M. R.

The diet book, for doctor, patient and house-
wife; with specimen menus for one week and
recipes; foreword by Sir James Purves
Stewart. 197p. D '31 N. Y., Oxford \$2.50

Reeves, Grace Gardner, and others

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nomics texts) [c.'31] Phil., Lippincott \$1.28

Rhode, John, pseud. [Cecil John Charles Street]

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tive story. 307p. D (Dodd, Mead red badge
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Richardson, A. P.

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Riddell, Mrs. Florence

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78p. (9p. bibl.) il., diagrs. O [c.'31] New Haven,
Conn., Bisodol Co. gratis

Polak, John Osborn, M.D.

Pelvic inflammation in women; 2nd ed. 243p. il.
(pt. col.) O (Gynecological and obstetrical mono-
graphs, v. 9) '31 N. Y., Appleton \$65, set

Power, Sir D'Arcy

Selected writings, 1877-1930 [medical]. 378p. il. O
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Ranck, Samuel H.

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(bibl. footnotes) il. Q '31 Chic., Amer. Lib. Ass'n.
pap. 55 c.

Recreational reading for young people [bibliography].
59p. D '31 Chic., Amer. Lib. Ass'n. pap. 50 c.

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A first year nursing manual. 144p. il. D '31 Chic.,
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A history of German literature; new and rev. ed. 767p. (66p. bibl.) O [n.d.] N. Y., Putnam \$5

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Rounsevelle, Phillip

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A study of business history through the life of a successful German merchant who flourished shortly after the discovery of America.

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It is Asey Mayo, the hired man, who solves the murder of Dale Sanborn, the novelist, and relieves Bill Porter from suspicion.

Taylor, Thomas Griffith

Australia, including chapters on New Zealand and neighboring islands; a geography reader. 472p. il., maps D [c.'31] Chic., Rand, McNally \$1.50

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Kings in the making; the Princes of Wales. 361p. (7p. bibl.) il. (pors.) O [c.'31] N. Y., Dutton \$5

The stories of the twenty men or boys in history who have held the title of Prince of Wales.

Thurston, Mabel N.

The adventure of faith. 153p. S [c.'31] N. Y., Revell \$1

A companion to "The Adventure of Prayer," a study of the foundations of faith.

Saunders, J. T., and Manton, S. M.

A manual of practical vertebrate morphology. 228p. il. O '31 N. Y., Oxford \$5

Schumann, Edward Armin, M.D.

Extra-uterine pregnancy; 2nd ed. 217p. (bibls.) il. O (Gynecological and obstetrical monographs, v. 7) '31 N. Y., Appleton \$65, set

Scott, Hugh D., jr.

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Shakespeare, William

First steps in Shakespeare; ed. by J. Dover Wilson; 4 v.; Scenes from Julius Caesar, Macbeth, The Merchant of Venice, A midsummer night's dream. Various p. S '31 N. Y., Macmillan pap. 40 c., ea.

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Stewart, I.

A medical handbook for nurses. 367p. il. D '31 Chic., Chic. Medical B'k. Co. \$2.40

West, Clarence Jay, and Hull, Callie

Industrial research laboratories of the United States; 4th ed. rev. and enl. 267p. O (Bull. no. 81) '31 Wash., D. C., Nat'l Research Council, B. & 21st Sts., N.W. pap. \$2

Twain, Mark, pseud. [Samuel Langhorne Clemens]

The private life of Adam and Eve; being extracts from their diaries translated from the original mss. 196p. il. O [c.'93-'06] N. Y., Harper bds. \$2

Originally published in two volumes, but now issued in one, because of a request found in Mark Twain's letters to his publishers.

Van Buskirk, James Dale

Korea, land of the dawn. 212p. (2p. bibl.) map D [c.'31] N. Y., Missionary Educ. Movement \$1; pap. 60 c.

A history of the country and a discussion of her present condition by a medical missionary who lived there.

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The world on a farm. 83p. il. S [c.'31] N. Y., Friendship Press \$1

Janet spends a summer on a farm where she meets people from many lands and learns about their customs.

Watson, Evelyn Mabel Palmer [Halleck Palmer, pseud.]

Symbols of immortality [verse]. 162p. D [c.'31] Bost., Christopher Pub. House \$1.50

Webster, Noah

Webster's New international dictionary of the English language; new ed. 2632p. il. (pt.

col.) F '31 Springfield, Mass., G. & C. Merriam Co. \$16-\$30

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An intermediate Spanish reader. 437p. il. D [c.'31] N. Y., Holt \$1.48

Williams, Lawrence S.

Robin and Jean in France. 256p. il., map D [c.'31] N. Y., Amer. B'k 72 c.

The trip of two children through France during which they learn about the history, geography and literature of the country.

Wilson, Ernest Henry

If I were to make a garden; foreword by Richardson Wright. 311p. il. Q [c.'31] Bost., Stratford fab., \$10

The garden and how to plant it with different varieties of flowers, shrubs, and trees, by an eminent horticulturist who died last fall.

Wolfson, P. J.

Bodies are dust. 310p. D [c.'31] N. Y., Vanguard Press \$2

A novel of police inspector Safiotte who reigned over his district and took what he wanted but lost what he wanted most.

Yates, Dornford, pseud. (Cecil William Mercer)

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Old and Rare Books

Frederick M. Hopkins

THE consensus of opinion among English rare book dealers is that there must be greater care in pricing rarities, and where carelessness, optimism, or greed has made prices too high a revision must be made. Rarities of the first importance, in all departments of literature and all periods, will undoubtedly hold their value, but books of minor importance,

or doubtful rarity, or too high prices will have to be revised. In fact, the revision is steadily going on and announcements to that effect are constantly being made. Collectors are too well informed and too conservative to be "easy marks." The response to price revisions makes this clear. English booksellers are sizing up the situation correctly and are acting intelligently. On

this side of the Atlantic the booktrade will follow a similar course. The booksellers who use the greatest intelligence in pricing their rarities will make the strongest appeal to collectors and make the most sales. Collectors do not expect great bargains. They are satisfied with fair and reasonable prices.

AMONG the later books printed by William E. Rudge was "Essays from the Desk of Poor Robert, the Scribe, containing Lessons in Manners, Morals, and Domestic Economy. Originally published in *The Gleaner*. Doylestown: Printed by Abner Miner. July-1815." The volume measures $4\frac{3}{4}$ by $8\frac{1}{4}$ inches and contains 137 pages and an appendix. A "Foreword" by Julian P. Boyd treats of the author and his most interesting book. This admirable facsimile is published by the Wyoming Historical and Geological Society, Wilkes-Barre, Penn., in a limited edition of 500 copies. Charles Miner, the editor, whose journalistic writings are reprinted here, was a native of Connecticut served his apprenticeship under the printers of the *Connecticut Gazette and Commercial Intelligencer*, at New London, before launching upon his journalistic career in Pennsylvania. The short essays of "Poor Robert the Scribe" were widely copied in the newspapers of their day and made their writer many friends. Mr. Boyd, in his "Foreword" writes: "In the period between the Revolution and the Civil War, when American writing, in formal literature as well as in history and other departments, was striving to set up American standards as opposed to Continental dictates, such typical editors as Charles Miner were contributing their share to the task. . . . These essays may not have back of them the literary tradition which produced the *Spectator* or 'The Essays of Elia,' but they have in them the same qualities that made 'Poor Richard's Almanac' so famous. These are the homely qualities infused by close contact with the soil of a new continent." The original edition has long been unobtainable, but the collector of Americana will give this facsimile reprint a cordial welcome. for in contents and appearance it is a true likeness of the first edition.

THE first book printed in Brazil has been discovered in the old archives in the library of Itamaraty Palace, in Rio de Janeiro. It is a small volume of twenty pages, which gives an account of the arrival in Brazil in January 1, 1747, of the Bishop of Rio de Janeiro, Frey Antonio Malheyro, and on its yellowed title-page is the date "Anno de M. CC. XLVII." The book was actually published early in 1747. The book has been in the library of Itamaraty Palace unknown to anybody, until an inventory was recently taken and the significance of the date on its title-page was realized. Bibliographical authorities claim that this book, now yellow with age, represents the first Brazilian printing, and a note in the book, "first book to be printed in Rio de Janeiro and in Brazil" in the handwriting of Baron do Rio Branco, Brazil's greatest statesman and one of its greatest literary figures, settles the matter. The volume will be placed in the National Museum to be treasured along with its other Colonial mementoes.

DANIEL DEFOE, English author whose bicentenary is now being observed, will be used for all that his fame is worth by the Pan-American diplomats in their efforts to stimulate inter-American tourist travel. Defoe borrowed the character of Robinson Crusoe, at least in part, from Alexander Selkirk, Scottish mariner, shipwrecked on the Island of Juan Fernandez. From Chili there is an annual Christmas tour to Juan Fernandez Island, but North American tourists have little acquaintance with the island which Defoe made famous. The Pan-American Commercial Congress, to be held in Washington October 5-12, will give major consideration to the encouragement of tourist travel, and in this connection Juan Fernandez Island will be suggested as typical of many Latin-American places of great literary and historical interest which thus far have not been given due attention by travellers.

Catalogs Received

Americana, bibliography, Canada and the Northwest, books of natural history, etc.. (No. 91.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
Anglistik (Bibliothek Einckel,) Shakespeare, etc. (No. 33; Items 590.) Walter De Gruyter & Co., Universitätsstrasse, Berlin, N. W. 7, Germany.

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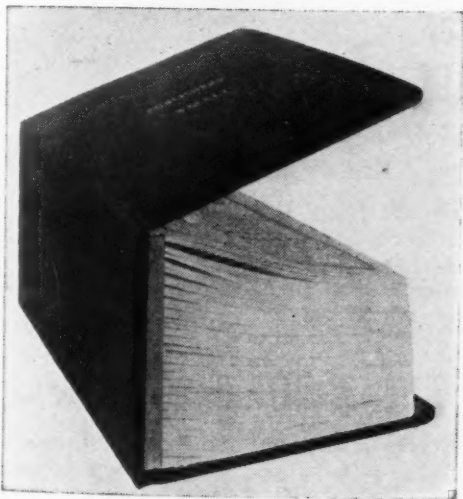
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Forthcoming Issues

✿ ✿ ✿ Next week we are publishing an open letter to publishers from a bookseller. The letter is called "Publishers—Clean Up" and the writer is Cedric R. Crowell, Vice-President of the Doubleday, Doran Book Shops, Inc. Mr. Crowell suggests several ways to "damn the flowing tide" of dirty books. This same issue will contain an article on "Stock Control" written by Ellis W. Meyers from bookshop material received at the A. B. A. office, which will present several samples of successful stock control cards. The August Bookmaking Department also appears in this issue and will contain an article on the Fifty German books of the Year. Paul Johnston contributes to this department, "Books Should Look Like Books." ✿ ✿ ✿

✿ ✿ ✿ For August 8th, Ruth Brown Park has written on "Selling Books to Wall Street." This issue will feature a Staple Stock Department with articles on "Books for the Camper," "The Black and Gold Li-

brary," "Freud" and "Wilkie Collins." ✿ ✿ ✿

✿ ✿ ✿ John Winterich's next chapter in "Romantic Stories of Books" leads the Rare Book Department of August 15th. "Little Women" is the subject of Mr. Winterich's story. ✿ ✿ ✿

The Publishers' Weekly

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No part of *Shadows on the Rock* has appeared serially anywhere.

I think this novel may outsell even *Sorrell and Son* and I seriously doubt if a more salable or a better novel will be published this year.

619 copies of the signed edition on all rag paper at \$10.00 have been made and 199 copies on Japan Vellum at \$25.00. These have all been subscribed for by the booksellers who will, I confidently predict, take in over a quarter million dollars on *Shadows on the Rock* alone this year.

Alfred A. Knopf

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